

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CLI, No. 3

NEW YORK, APRIL 17, 1930

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VOICE

• FOR VULCAN

FOR YEARS, in Philadelphia — the workshop of the world — there glowed steadily but obscurely one of the brightest of America's industrial lights, hid under a bushel. ▼ ▼ With slow-growing frequency, builders of factories, designers of skyscrapers, architects of residences learned of this light, investigated, and discovered David Lupton's Sons Co. — artificers in steel. ▼ ▼ Perhaps nowhere in America exists an organization the equal of this in its genius for fabricating steel. From it came, not alone the theory and development of modern scientific industrial lighting and ventilation — but the consummate skill to execute their elements. To casement windows was but a natural step — again meticulous tailoring and micro-metrical assembly. And then — shelving, counters and cabinets in steel that shame the work of craftsmen in more sympathetic mediums. ▼ ▼ But these devotees of the arts of Vulcan were eloquent only in their work. This spoke for them wherever known, but the audience was restricted. And then it became our opportunity to tell the Lupton story. Through the medium of advertising, industrial America is learning of the skill of these master workers in the master metal.

**N · W · A Y E R & S O N ·**

**I N C O R P O R A T E D**

**A D V E R T I S I N G H E A D Q U A R T E R S**

**W A S H I N G T O N S Q U A R E , P H I L A D E L P H I A**

*New York*

*Boston*

*Chicago*

*San Francisco*

*Detroit*

*London*



## Says a famous **E**CONOMIST



**L**AST year was a good year for the farmer. His efforts brought him more than 10 billion dollars. Now (March 31) comes a leading economist with the prediction we print above, which echoes the point we have been making all year. . . . AGROPOLIS is the place to sell your goods.

Here is a real market for "what-have-you." Folks in AGROPOLIS — prosperous, rural America—are thinking and living differently. The farmer is no longer chamber-maid to live-stock and a slave to the buck-saw, hoe and pitchfork. Sad news to the sentimentalist, but

great news to the industrialist. Today, farm folks differ little from typical Urbanites. Their incomes are steady, reliable. They buy in town, now, but they "window-shop" at home from the pages of their favorite farm paper. That's why AGROPOLIS is so responsive to advertising.

Tell these folks what you make. Use The Standard Farm Paper Unit—eight non-duplicating, carefully-read farm papers that are "newspapers" to AGROPOLIS folks. Reach 2,000,000 progressive farm homes—every home a family—and the cream of rural America.

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**Your sales problem is national—but your dealer's is always local—  
The Standard Farm Papers meet both!**

Wallace's Farmer and Iowa Homestead  
Prairie Farmer  
The Farmer-Farm Stock, & Home,  
St. Paul  
The Nebraska Farmer

The Progressive Farmer  
Hoard's Dairyman  
Breeder's Gazette  
The American Agriculturist

## **The STANDARD FARM PAPER UNIT**

**One order—one billing**

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue  
CHICAGO—C. L. Burlingham, Western Manager, 307 North Michigan Avenue  
SAN FRANCISCO—1112 Hearst Building

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# PRINTERS' INK

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Vol. CLI

NEW YORK, APRIL 17, 1930

No. 3

## Steady Work—Management's Job

Human Profit and Dollar Profit in Procter & Gamble's Plan of Guaranteed Employment

By R. R. Deupree

Vice-President and General Manager, The Procter & Gamble Company

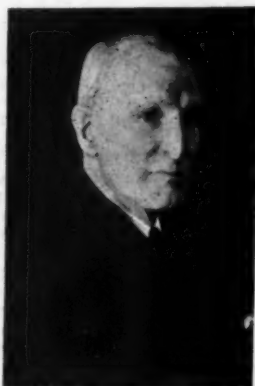
I THINK you have to start back with William Cooper Procter almost fifty years ago now, fresh out of Princeton, full of ideals and ideas. Mr. Procter came to Ivorydale about 1882, convinced that something had to be done in regard to the labor situation if a manufacturer was to succeed as he should succeed commercially. I think that was his original idea and I think he started to work on the labor side of our problems with that in mind. But very shortly he turned over to a viewpoint like this, that if you improve and better the working condition, the living condition of the employee, that automatically should reflect in a better commercial position. I think for the last forty years Mr. Procter's thought in all of the labor problems has come from that end rather than thinking of the commercial end first.

The company started a profit-sharing plan as far back as 1887; the company was ahead of all

State legislation in safety devices, in pension and benefit plans, in the general working condition. The company has always felt that a well-lighted, well-aired, safe place

to work is not only a fine thing from the human side, but it actually pays, and I am sure that our experience in all things like that has proved at least to our own satisfaction, if we can't prove it in figures—and those things are intangible—that they are worth while commercially.

So that when you think of it from that side you will appreciate that the guaranteed employment plan didn't pop out. It was a sort of a culmination of all the things that had gone before it and when the terrible experience of 1920 came along, Mr. Procter in his characteristic way, said: "It is all wrong. With all the plans that we have in effect, with the profit-sharing plan, the pension and benefit, a sickness plan and a plan for buying stock and helping every employee do that, it is all wrong because the main support is missing and that is a steady job, a job which a man can count upon"—



© T. H. Hite  
William Cooper Procter

A speech delivered at a meeting under the auspices of the Survey Associates at the Hotel Ambassador, New York, April 9.

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well, as he put it, for at least 48 weeks of regular work full time. The whole structure is wrong missing that, and in his very vigorous way, when once he made up his mind that a thing was right, he went out to find a solution, and he found it as far as our business is concerned. And about 1923 he put into effect his plan of guaranteed employment which in effect is a guarantee of the forty-eight full weeks' work.

Now let me make clear that the plan is a very, very simple one. It is nothing more nor less than "I am going to give you forty-eight weeks of work a year."

We do limit it this way, that a man must work six months with us before he is eligible to the plan. We must have an opportunity of judging whether or not a man is of the proper type, we must have an opportunity of judging whether or not we think he is going to be the kind of a man we want around the plant. We give him the same opportunity to take a look at us and see whether or not he wants to make his home with us, because that is the way we think about it.

On the practical side of this plan, we have a leeway in the sense that in the six months' period there is a great turnover, there are a lot of people coming to work who have not any idea of staying. I think it would hurt them to stay in a job over three or four months, so that there is almost a complete turnover of that force which is equivalent to approximately 10 per cent of our labor. This gives us that leeway on our guarantee of forty-eight weeks to the regular workers.

In a business like ours the whole procedure is that we estimate what business we are going to do over a twelve months' period, and we divide it by forty-nine weeks. That is the first safety valve, so to speak, that we have. We take the production, divide it by forty-nine, instead of forty-eight. That alone gives us one week leeway in our guaranteed employment.

In a staple business, and there are a number of them, if a man is on his job and knows his business, he ought to be able to guess that business within 5 per cent. We may

have a peculiar business—I don't know—I know it is different from a lot of them—but over a three-year period our estimates of our shipments did not vary 2 per cent in the total. In other words, we were within two-thirds of 1 per cent each year.

Mr. Procter has a real belief that a man is entitled to a living wage, and the policy of his plants is that we pay an average plus wage for the type of work which we require in a given community.

Now, on top of that we pay 12½ per cent extra in a saving plan which we put aside; the man puts up 5 per cent of his wages, and we put up 12½ per cent of his wages, accumulate it in the purchase of the stock, and when he has paid for it, the stock belongs to him. Should he withdraw before the stock is paid up, his money comes back at 6 per cent interest. Ours does not go to him.

Mr. Procter believes in what he calls an economic security. When I quizzed him on that he said: "I mean a job security, a security of a job." Then if a man is willing and able to work, he should be given an opportunity of working.

He is a 1,000 per cent believer in the fact that a man should have an opportunity of building—I might call it an estate, but I have another word here for it—an independence—an old age independence, something that he accumulates in his own name. Under the plan of the company, a man who has started to work at an age between twenty and thirty, and worked until he is sixty, no matter how low in salary or how high in salary or wage should be able to retire at sixty absolutely independent of anybody or anything, and with an income equal to his then present earning power.

Here is something that I should like a man who is in the manufacturing business, and who might have any idea of doing something like this or who is doing something like it, to think about. The greatest difficulty, if you want to know it, in putting in the steady employment basis, is that the entire management of the company must assume the responsibility for the



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# 2,269 Coupons

## from advertisement

### costing \$540.

**NEW** vitality, new life has been put into the Christian Herald. The enthusiasm of the editors, Daniel A. Poling and Stanley High, is reflected on every page.

Christian Herald has always been famous for the responsiveness of its readers—and the new editorial enthusiasm that has been put into Christian Herald has tremendously increased their responsiveness.

Your advertising probably doesn't call for direct returns, but, whether you sell soups or soap; automobiles or automatic toasters; paints or perfumeries it is of vital importance to you that your advertising is read and *acted* upon.

Therefore it is important to you that Christian Herald readers responded to the S. C. Johnson & Son advertising of a high class household product to the tune of 2,269 coupons—at a cost of less than 24c a coupon. *These up-and-doing readers of the NEW Christian Herald will "buy it at your dealers" just as quick as they will "mail the coupon today".*



*The S. C. Johnson & Son copy that produced such splendid results was prepared by Needham, Louis & Brorby, Inc.*

# Christian Herald

**GRAHAM PATTERSON**  
Vice-President . . . .

**J. PAUL MAYNARD**  
Advertising Manager

continuance of that employment. I will put it another way. Our sales department is asked to estimate its business for twelve months, and when the estimate is made it assumes the obligation of bringing that business in for shipment, and that is carried down, that estimate, to every salesman we have for a given section, one to every 200,000 population in the City of New York or the State of Arizona. There is a salesman of our company for that number. And he puts down what he expects to ship. Then we move Heaven and earth to ship that. It is an obligation on the organization, if you want to put it that way. The obligation is there, and once we have said it we cannot change it, because Mr. Procter won't change it. *Once he starts that schedule that schedule goes.*

I have here the schedule for a period of months on certain brands. I will just call them Brands A, B and C, a schedule of 1,463,000 cases of goods, and we produced 1,447,000. A schedule of 389,000 and we produced 399,000. A schedule of 254 and we produced 256. One of 349,000 and we produced 343,000.

Here is a group of goods, a certain group of 5,878,000 units, and we produced 5,973,000 units. I will take it to a total. Of 12,096,000 units, we produced 12,173,000 or six-tenths of one per cent over the schedule.

The management is responsible, and I know whereof I speak, because I was general sales manager when Mr. Procter put the plan in. I am not exactly ashamed to say that I fought it a bit, but I did fight it; I didn't see quite how we could do it. I knew the vicissitudes of business, I knew of the condition such as we have had in the last four months where there was liquidation going on by the retailer, and he just didn't buy, and you think he is never going to buy again. I knew that; I had been through it, and I asked him to go easy. Well, he went easy for a period of time, but finally it went, and we went with it. The sales department today assumes that responsibility for production, and it is a very definite,

live responsibility. And any one who knows Mr. Procter would know whereof I speak.

It has helped us in our business, and it has helped us better to plan our business. It has been of value. It has brought down the cost. I want to mention that it has decreased cost over a period of years as near as our people can estimate, it is positively responsible in the familiarity of the person with the job, in the attitude of the person on the job, it has been a potent factor in reducing cost per unit to produce. *It has not increased cost per unit.*

I will mention one more thing. When we build a plant today—for instance, we built a plant at Baltimore that cost \$5,000,000, and we are projecting one in California of another \$5,000,000—we build not for a peak production, which is essential if you don't run uniform, we build for a uniform production, and every dollar's worth of material that is put in there is used 365 days a year. We get service out of our money invested, and we are not building for peaks, we are building for uniformity.

I will say one more word, because some one has intimated that we have a very steady, even flowing, easy-going business. I am going to tell you something. A man said to me today—a large banker who is in industry: "Well, could you do that if you were producing pianos or automobiles or crushing sugar cane?" He happened to hit somewhere near home when he mentioned crushing sugar cane, because we crush cottonseed. I didn't answer him on automobiles and pianos, because I don't know anything about them. I answered him, though, on cottonseed.

Nobody, nobody in the industry has ever tried to run a cottonseed mill twelve months in the year. In the first place, they didn't know how to keep the seed fresh. The seed moves in three to four months. The average season is from four to six months to crush cottonseed. When Mr. Procter got into that business and put his mind on it, as he did four years ago, and found these mills running four

(Continued on page 164)

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## THE FIRST ROWS OF SUMMER



SPRING this year means a lot to Tom Harper—a lot, old clothes, garden tools, work. Tom's Dad believes that farm-relief means giving the farmer less to do. If their faith in the fertility of the back-yard is not misplaced, the Harpers will be picking their own succotash this summer.

"It's O. K. by me, Dad," says Tom, "but we can never make a decent garden with these tools. Spading with a coal shovel is tough. How about driving down to Hill's Hardware Store? They have a whole layout, with these new gimmicks for digging and weeding."

Steady and insistent is the selling pressure this young man exerts in his family circle.

His live interest in everything connected with his home accounts for the inimitable campaigns he wages for modern heating, refrigeration, flooring, decoration, radio . . . any product or service which he thinks will keep his home up to date.

Over 700,000 fellows like him read *THE AMERICAN BOY*. 85% are of high-school age or older. Men in everything but years. When they choose to say their say, be sure they do not ignore your product. Advertise to them, in their own magazine. July forms close May 10th.

The YOUTH'S COMPANION  
combined with  
**American Boy**  
Detroit Michigan  
Founded 1827

# *J. Walter Thompson Company*

Through six strategically located offices in the United States and fifteen offices in other countries which cover Europe, North and South Africa, South America, India and Australia, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

*Total population served by these offices is 1,418,000,000*



NEW YORK · *Graybar Building · 420 Lexington Avenue*

CHICAGO · *410 North Michigan Avenue*

BOSTON · *80 Boylston Street*

CINCINNATI · *Chamber of Commerce Building*

SAN FRANCISCO · *Russ Building*

LOS ANGELES · *Petroleum Securities Building*

★

MONTREAL · *Dominion Square Building*

★

LONDON · *Bush House, Aldwych, W. C. 2*

PARIS · *12 Boulevard de la Madeleine*

MADRID · *Plaza del Callao, 4*

STOCKHOLM · *Kungsgatan 39*

COPENHAGEN · *Axelborg*

BERLIN · *Unter Den Linden 39*

ANTWERP · *115 Avenue de France*

WARSAW · *Czackiego 17*

★

ALEXANDRIA · *27 Rue Cherif Pacha*

PORT ELIZABETH · *South Africa · Netherlands Bank Building*

★

BUENOS AIRES · *Argentina · 50 Calle San Martin*

SAO PAULO · *Brazil · Praça Ramos Azevedo 16*

★

BOMBAY · *Asian Building, Ballard Estate*

★

SYDNEY · *Australia · Asbestos House, 65 York Street*

★

LATIN-AMERICAN & FAR EASTERN DIVISION

*New York Office*

# Giving a Neglected Member of the Family a Chance

The Head of the O'Cedar Family Resumes Its Seat at the Table

A FEW months ago, the O'Cedar Corporation, of Chicago, got the idea that it should have a larger family of products so as to spread out more profitably the prestige and salability that have been created for O'Cedar mainly in mops and polish. It wanted to have a more general line of household utilities which it could merchandise under its present trademark. The research department got to work, with the result that three and perhaps four new items are soon to be added to the O'Cedar line.

But in the search for these items, which the company is not yet ready to announce, somebody made the surprising discovery that the venerable father of the family had been crowded clear away from the table these many years. He had been eating with the hired help, or not eating at all. The item in question is O'Cedar Spray, an insecticide, with which C. A. Channell started the company of which he is still the active president.

Everybody around the company knew about this spray; but it had simply been pushed aside in the rush to supply the market with O'Cedar mops and floor polish. There was no definite policy in this direction; the thing was done naturally and entirely devoid of malice aforethought. Anyway, the spray had become a poor relation, as it were; while its upstart offspring, mops and polishes, aided and abetted by a consistent advertising program, found a large place in the household world.

Father Spray was immediately brought in and given his old place at the head of the table. And, as if to make up for past neglect, the company will make O'Cedar Spray the feature of a largely extended 1930 advertising effort. Sixteen magazines and a large number of newspapers will be used. The

family will be presented as a family.

Here is how this strange merchandising phenomenon came about:

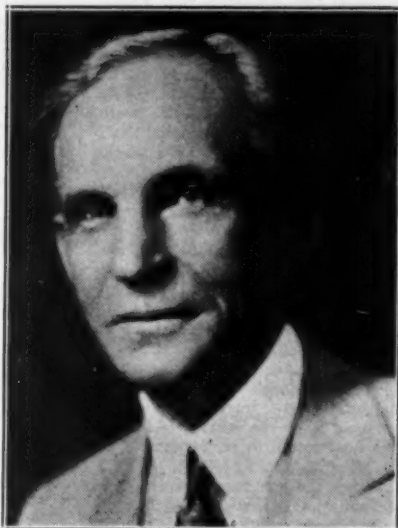
When Mr. Channell started his business twenty-two years ago, the insect spray was the only item he had. He coined the name O'Cedar to suggest the fragrant odor which was one of its chief claims to distinction. Back in those days, fly-paper was still considered an indispensable ornament of the American home during the summer months. Perhaps the public had not yet become sufficiently "spray conscious." At any rate, O'Cedar Spray was a slow seller.

## *An Idea Born of an Accident*

Shortly afterward, Mr. Channell brought out a furniture polish, giving it the same name. And now enters one of those queer twists of fate that was to play a big part in the destiny of the company. He was demonstrating his furniture polish in a Winnipeg department store. Accidentally he dropped a bottle on the floor and smashed it. Calling for a mop, he proceeded to clean up the mess. As he mopped, however, the polish kept spreading farther and farther. By the time he had completed his work, not only had the dust and dirt been removed from the floor but the floor had received a coat of polish with decidedly pleasing results.

Right then and there Mr. Channell saw new possibilities for his product; the idea was born that was to change the course of his business. Calling in the store merchandise manager, he demonstrated what the polish would do. The result was a large order for polish and also for a special type of mop which then existed only in Mr. Channell's imagination. Hastening back to Chicago he proceeded to manufacture the now

**Henry  
Ford's  
8<sup>th</sup>  
best  
market  
is the  
state  
of Iowa!**



**In 1929 41,046 Model A Ford passenger cars were sold in Iowa. Only seven other states—Michigan, California, Pennsylvania, Ohio, Illinois, New York, Texas—bought as many Ford Cars. (Iowa is 16th in population.)**

**Passenger motor car sales (all makes) in Iowa for January and February were 11% greater than in 1929.**

**Gasoline sales showed an increase of 22% the first three months of this year.**

***Business is O. K. in Iowa.***

**Des Moines**

**(Iowa's Key City)**

**Register and Tribune**

**(Iowa's Key Newspaper)**

**Over 240,000 Daily**



familiar mop which he had conceived as just the thing with which to apply his polish.

The new combination became an immediate success; the smiling O'Cedar girl on countless packages and display cards got to be one of the most familiar trade characters in the advertising hall of fame. The mop and polish, bearing the O'Cedar patronymic, were favored with substantially all the company's advertising and sales promotion effort.

Thus the spray was shoved clear away from the family board and almost forgotten. But it kept hanging around. Some of the early buyers would not forget it and occasionally came back for more. Certain hotels, factories, theaters, hospitals and other public institutions got into the habit of ordering it by the barrel; but there was no attempt to reintroduce it to the general public.

When the extension of the line of household items was decided upon, however, the spray at last got its chance. It was brought out of retirement and given a new lease of life. Dressed in a new package of bright, attractive colors and modern design it was sent forth into the world, practically unheralded, to make good.

And it did make good; otherwise this story would not be written. True enough, the acceptance for the O'Cedar name, built up by quality products and years of continuous national advertising, helped to bring about its quick acceptance by consumers and dealers. But whatever the cause of its comeback, its salability was quickly recognized by the company; and now some real advertising is going to be placed behind it with the conviction that it can not only bring in much business of itself but can help the rest of the family as well.

### J. T. DeVries, Art Director, Lennen & Mitchell

John T. DeVries, formerly with The H. K. McCann Company as an art director, has joined Lennen & Mitchell, Inc., New York, as art director of that agency.

### Organize Majestic Household Utilities Corporation

The Grigsby-Grunow Company, Chicago, manufacturer of Majestic radios, has organized the Majestic Household Utilities Corporation to manufacture and market a line of household appliances. Introduction of an electric refrigerator will be made shortly. The company ultimately contemplates the manufacture of vacuum cleaners, washing machines and a complete line of other household utilities. The executive staff of the Grigsby-Grunow Company will serve also the new company and the entire distribution and dealer organization of the former will be made available to the new corporation for the distribution and sale of its products.

### J. G. Doyle, Publisher, Seattle "Post-Intelligencer"

James G. Doyle has been appointed publisher of the Seattle *Post-Intelligencer*. For several years he has been a special emissary of William Randolph Hearst, operating out of the office of the Los Angeles *Herald* under the direct supervision of Dr. Frank F. Barham, publisher, and doing special work for Hearst newspapers throughout the country.

Mr. Doyle succeeds W. V. Tanner, who has been acting publisher for the last six months and who has been counsel. Mr. Tanner will continue as counsel to the *Post-Intelligencer*, but will devote more time to his private law practice.

### To Handle General Motors Advertising in Brazil

David R. Erwin, formerly assistant director of advertising of the Cadillac Motor Car Company, Detroit, and, more recently, manager of the advertising division of the General Motors Export Company, New York, will sail for South America on April 15, to assume charge of the advertising of General Motors of Brazil, with headquarters in Sao Paulo. In New York, Mr. Erwin will be succeeded by L. M. Clark, formerly of the General Motors analysis division.

### Rock of Ages Corporation Appoints Redfield-Coupe

The Rock of Ages Corporation, Barre, Vermont, quarry of Rock of Ages granite and manufacturer of Rock of Ages granite memorials, has appointed Redfield-Coupe, Inc., New York advertising agency, to direct its advertising account. Magazines and business papers will be used.

### Toledo Steel Products to Sun Agency

The Toledo Steel Products Company, Toledo, Ohio, manufacturer of Toledo valves, bolts and bushings, has appointed the Sun Advertising Company, of that city, to direct its advertising account.

Thorough Trading Area Coverage Through One Newspaper!

## Ninth Annual Edition of Consumer Analysis Ready

**T**HE 1930 Consumer Analysis of the Greater Milwaukee market is now ready with valuable new facts on buying habits to aid you in organizing successful sales and advertising campaigns in this prosperous market.

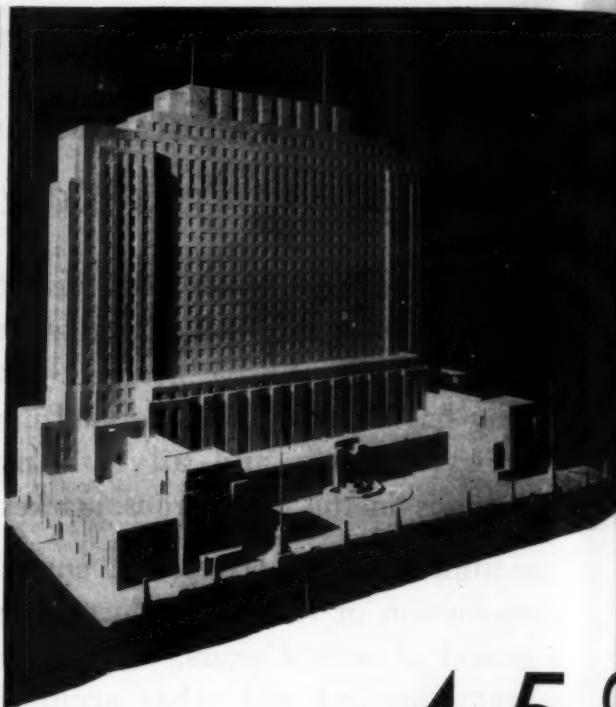
Consumers' brand preference, annual consumption of various products over a period of several years, distribution in retail outlets and other accurate data for gauging sales possibilities are shown through information obtained directly from the buyers themselves.

A copy will be mailed to sales and advertising executives on request.

### THE MILWAUKEE JOURNAL

**W FIRST BY MERIT W**

Read by More Than Four Out of Five Milwaukee Families!



4 5 8 2

Advertising Representatives:

**NEW YORK**  
John B. Woodward, Inc.  
110 E. 42d St.

**SAN FRANCISCO**  
C. Geo. Krogness  
303 Crocker Ist  
Nat'l Bank Bldg.

**DETROIT**  
Joseph R. Scelaro  
3-241 General  
Meters Bldg.

**ATLANTA**  
A. D. Grant  
711-712 Glenn Bldg.

Member of The 100,000 Group of  
American Cities

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Chic

# THE AVERAGE DAILY CIRCULATION

of The Chicago Daily News  
as reported to the Audit  
Bureau of Circulations for  
the six months period end-  
ing March 31, 1930, was

58223

the largest circulation for a similar period in Daily  
News history a gain of 25,229 in one year.

circulation for the year ending March  
31, the largest in Daily News history

## THE CHICAGO DAILY NEWS

*Chicago's Home Newspaper*

# Last in Indianapolis

*.. and not worried about it!*

**BOTH** other Indianapolis newspapers sell more copies on the street than does *The News*. But *many thousands more* copies of *The News* are delivered into Indianapolis homes each evening than either of the other papers. *93% of The News total city circulation is home delivered by regular carrier*. Last in street sales ... but first by a wide margin in home delivered circulation. That's why, in this important Indianapolis market,

*The News ... ALONE ... Does the Job!*



**The  
INDIANAPOLIS NEWS**

*Sells The Indianapolis Radius*

DON BRIDGE, Advertising Director

New York:

DAN A. CARROLL  
110 East 42nd St.

Chicago:

J. E. LUTZ  
Lake Michigan Bldg.

# When Good Talking Points Lose Their Punch

How a Manufacturer Ties in with Other National Advertisers to Dramatize an Old Selling Argument

By C. B. Larrabee

A SALESMAN walks into a jewelry store. On the counter in front of the owner he places a black box, about six inches square. Opening it he reveals cross sections of two automobile tires, one a standard Goodrich Silvertown, the other a Goodrich racing tire.

The salesman then produces a portfolio with a red leather cover. On a panel pasted to the cover of the portfolio is a picture of a tire with the words, "Protected where it wears." As the salesman opens the portfolio he reveals two pages on each of which is a picture of a tire cross section.

Page One says, "This tire is heavier where it wears. Besides the cording and rubber that are on the sides of the tire note the heavy breaker strip, assuring you many hundreds of satisfactory miles."

Page Two says, "Uneven roadbeds, stone and gravel all tend to wear down the tire, but this extra protection at the crucial wear point of the tire is silent guarantee of real service."

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From the salesman's actions up to this point the owner of the store might be pardoned the belief that the salesman is representing Goodrich and has been sent out by a slightly moonstruck sales manager who has the idea that tires should be sold in jewelry stores. The chances are, however, that the proprietor recognizes him as representing the Holmes & Edwards Silver Co., and is showing a lively interest in why a silver-

ware salesman should be talking about tires.

The story, properly speaking, goes back a great many years and hits upon one of the most vexing of advertising vexations, that of the selling argument which is so good that it loses its value.



*The Salesman Gets Over His Story of the Importance of Inlay with This Portfolio and Tire Sections*

Every product has about so many talking points. They may be added to or subtracted from, but if a product is any good at all it must have one or two features which distinguish it from the competing products. These features should be, by all the laws of theory or practice, the best things to talk about. Many an advertiser has found to his sorrow that even the best talking points lose their flavor by constant repetition. Flavorless, they seem valueless, and yet if they are forgotten the advertiser foregoes the things which should help him most in selling.

The problem is common enough to be recognizable by almost any advertising executive. It is not often easy to surmount.

For many years, one of the distinctive talking points of Holmes & Edwards has been that the company places inlays of sterling silver at the wear points of its silverplate. In the executive offices of the company are advertisements dating back many years which show this inlay feature as one of the chief things talked about.

Of course silverware advertising has advanced some distance during the last decade or two, but nothing has happened to outmode this inlay talking point; that is, nothing except what usually happens to good sales arguments, the familiar loss of favor because of repetition.

In its advertising the company has always mentioned the inlay feature, but long ago this ceased to be the chief selling argument. Of late, it has dropped into a very minor position in the advertising.

For many years, the salesmen have been telling dealers about the inlay, but it long ago ceased to be news. Let a salesman approach a dealer and begin to talk about the sterling inlays and it is only natural that the dealer will say, "Sure, I know about that. I've heard all about it before." What the dealer—and often the salesman—doesn't realize is that the inlay may be just as good a talking point to consumers as it ever was, particularly because today it is backed by a carefully styled line of silverware.

Watching the inlay talking point gradually lose its punch and finally threaten to drop into oblivion, executives of the company realized that here was one talking point that needed rejuvenation. They knew that rejuvenation couldn't

be accomplished by just telling the salesmen to say more to the dealer about inlays. They knew that the way to rejuvenation would not be found by merely giving added prominence in the advertising to the talking point. Better to forget inlays entirely rather than to at-



**PERFECT and HARMONIOUS**

These are more things than you can see in pictures and harmonious. The sets are of a fine silver metal or silver-plate at all times. The sets are of a fine silver metal or silver-plate at all times. The sets are of a fine silver metal or silver-plate at all times.

Holmes & Edwards  
Inlay

One of the "What Would Happen" Advertisements Now Appearing in National Publications

tempt a half-hearted revival. The only solution must be in dramatization, in something to make an old talking point seem new.

This solution has been found this year by comparing the inlay to the devices used by the makers of other products in making those products wear longer and give better satisfaction. There is, for instance, the automobile tire. Every tire worth putting on a car today is reinforced somewhere for extra wear. Then there is the silk stocking. Even the most exclusive hosiery manufacturers reinforce their products at wear points. There are many other products which make equally effective use of some type of reinforcement.

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next step was its application. At the start, the company decided that it would get an added value if it mentioned manufacturers by name. How much more forceful to say "Goodrich" than to say "a tire manufacturer," "McCallum" instead of "a maker of hosiery."

The result was the "What Would Happen" series now appearing in a list of national mediums. The old talking point has been rejuvenated and brought back into prominence.

The first advertisement in the series features two pieces of Holmes & Edwards flatware and five pieces of hollow-ware. There is also a drawing, modernistic style, of a woman in evening dress. The main block of copy talks about the new Charm pattern. So far nothing about inlays—and for a good reason. The inlay is still an incidental talking point. Style and beauty are still pre-eminent. However, no longer is the inlay dismissed with a couple of words.

Up in the left-hand corner of the advertisement is a picture of a man in a smart roadster. Beneath this picture is this copy:

What would happen if Goodrich should bring out a tire with the same weight rubber on the tread as on the sides . . . instead of putting heavy cording and more rubber at the wear points? The tire wouldn't last long, would it? There are just as distinct wear points on table silver as on tires. That's why Holmes & Edwards have inlaid pieces of solid silver . . . sterling . . . at the wear points of the most used pieces. Take a spoon, for instance . . . on the back of the bowl and handle (the two wear points) pieces of solid silver have cleverly and imperceptibly been inlaid before plating . . . and thus the spoon is protected for all time. . . . Truly, Holmes & Edwards Inlaid is more than silverplate, yet costs you no more.

There, in terms that the average woman can understand because they are about something which is a part of her experience and which she has seen featured in advertising before, is the story of the inlay. There, incidentally, is another example of a tendency in modern advertising about which much more could be said, the tendency among advertisers to talk about

the sales arguments of other advertisers and to capitalize legitimately on what those other advertisers have done.

Other advertisements in the series talk about McCallum hosiery, Cheever Cowdin's polo ponies (not advertised but certainly publicized in the sports page), a West Pointer's reinforced riding breeches, the leather sole of a bride's satin pump (timely for June advertising).

In each advertisement the "What Would Happen" feature is a separate entity except insofar as it harmonizes with the layout. Being a separate entity, it in no way detracts from the beauty and style story which is so important nor does it subordinate itself so much as to be lost.

### The Dealer in the Picture

Of course, in any advertising the consumer is only part of the picture. There is always the dealer to think about—and to think about a lot. Right here the company faced a difficulty. To send the salesmen out to tell dealers that inlay was to be featured would be to subject them to the wilting dealer reaction of "Old stuff, my boy, old stuff." That wouldn't be particularly encouraging to the salesmen nor would it have much effect on the dealer.

Hence, the silverware salesman with his samples of Goodrich tires which dramatize his story. Today, he shows the dealer the two tire cross sections. He points to the racing tire sample, with its thin tread, cut down for speed. "If you want a tire for 500 miles, that's the tire," he adds. "But if you want a tire for many thousands of miles of service, you buy the tire with the heavy tread and the breaker strip which is inlaid in the very rubber to give wear." Today, he opens his portfolio to a story about tires and without a word about silverware gets over the importance of the inlay. Then, and only then, does he turn the page and read:

But there are as distinct wear points on silverware as on tires and that's exactly why Holmes & Ed-

wards inlay solid silver at the wear points of the most used pieces.

With this he turns another page of his portfolio and reads:

And in this very graphic way your customers are being told this story so they will understand it.

Then he turns to the sample advertisements which are enclosed in the portfolio and explains the new advertising campaign.

Naturally, this dramatization of an old talking point leads to many interesting developments. The company has created a number of merchandising ideas for dealers, among them special windows featuring the products talked about in the "What Would Happen" copy.

"Get an automobile tire, a Goodrich tire," the company tells the dealer. "Put it in the window along with the silverware. Then use our special display cards to tie up the silverware and the tire. During the next month procure some McCallum hosiery and get the same tie-up, synchronizing with our advertising. In June feature the bride and her slippers. It will give your windows that something different you have wanted and which gets attention. It will dramatize our story and your windows. It will tie in with our national advertising."

There are three such displays and pictures of sample displays are mailed to dealers each month along with suggested direct mail for customers, display cards, etc. In addition the company sends the dealer each week for twelve weeks a postcard telling the "What Would Happen" story, with a different analogy each month.

It is interesting to note that in several cities not only have jewelers featured tires but also tire dealers have featured Holmes & Edwards silverplate. The company expects even better results with the hosiery analogy, since silverware is often sold in department stores which also carry McCallum hosiery.

In addition, the company announced the campaign to dealers in an elaborate mailing piece which explained the "What Would Happen"

pen" story and then showed sample advertisements.

No good talking point is so old that it cannot be revived. Every good talking point deserves revivification. Holmes & Edwards have found a very effective method of getting the desired revivification by tying in with other advertisers and well-known things, by dramatizing the tie-up and by carrying the dramatization through to the dealers.

### Byerly and Humphrey-Meredith Agencies Consolidate

Byerly, Humphrey & Prentke, Inc., has been formed at Cleveland with headquarters in the Engineers Building, to carry on the business of Oliver M. Byerly, Inc., and Humphrey-Meredith, Inc., Cleveland advertising agencies. At a later date the two corporations will be liquidated and all business consolidated under the new company.

Officers of the new agency are: Oliver M. Byerly, president; Herbert E. Prentke, vice-president, and Ralph B. Humphrey, secretary-treasurer.

O. C. Shiras is art director. C. W. Scheel has joined the new company as copy and contact man.

### Eagle Freshwater with Amos Parrish

Eagle Freshwater, for the last two years manager of the merchandising division of the Shower Brothers Company, Bloomington, Ind., furniture manufacturer, has joined Amos Parrish & Company, New York, counselors to retail stores, as executive in the furniture and home furnishings merchandising division. Previously he had been editor of the *Furniture Record*, Grand Rapids.

### To Represent "Harper's Bazaar" at Detroit

Edmund D. Wood has been appointed Detroit representative of *Harper's Bazaar*, succeeding Malcolm Havens, who is now with the Boston office of that publication. Mr. Wood was at one time with Macdonald-Ramsdell-Wood, former Detroit advertising agency.

### W. G. Lacy Joins Buchen Agency

W. G. Lacy, formerly advertising manager of the American Hair & Felt Company, Chicago, has joined The Buchen Company, advertising agency of that city.

### With Daken Agency

Roy Terry, formerly with the promotion department of the Seattle, Wash., *Post-Intelligencer*, has joined the Daken Advertising Agency, of that city.

# » » the long and short of it « «

Short on talk, and long on action  
... that's the type of selling  
service we offer to national ad-  
vertisers. No wordy repetition of  
known facts about the New York  
Market ... no lengthy disserta-  
tions on the Evening Journal's  
enviable position here. ▲ ▲ ▲ ▲

Rather than that a deliberate  
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will help build big consumer re-  
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merchandising staff, active coop-  
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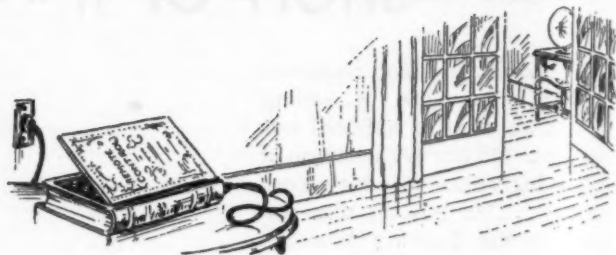
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REPRESENTED NATIONALLY BY THE  
RODNEY E. BOONE ORGANIZATION



Dominate the New York  
Market ... at one cost ...  
through the New York  
Evening Journal.

# REMOTE CONTROL



As yet no radio manufacturer knows the Public's real attitude towards Remote Control, but every radio Sales Manager is a living example of the need of it in business.

For that great number of Sales Managers who have failed to master the talent of being in ten different places at one time, the Boone Man can be their Remote Control in ten great markets.

## NEWSPAPER ADVERTISING

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The Boone Man's knowledge affords an agent or advertiser an intimate contact with radio conditions in these ten major markets without any of the disadvantages of remote sales control as it is now experienced.



# RODNEY E. BOONE ORGANIZATION

**CHICAGO**  
Hearst Bldg.

**NEW YORK CITY**  
International Magazine Bldg.  
57th Street at 8th Avenue

**DETROIT**  
General Motors Bldg.

**BOSTON**  
5 Winthrop Square

**PHILADELPHIA**  
Fidelity Philadelphia Trust Bldg.

**ROCHESTER, N. Y.**  
Temple Bldg.

New York Journal  
Boston American  
Albany Times-Union  
Rochester Journal  
Syracuse Journal

*Evening*

Chicago American  
Detroit Times  
Baltimore News  
Washington Times  
Wisconsin News (Milwaukee)

Boston Advertiser  
Albany Times-Union  
Rochester American

*Sunday*

Detroit Times  
Baltimore American  
Syracuse American

SINASED ON SERVICE

# KEEPING PACE WITH DETROIT

*Detroit News Circulation  
Increases 101,220 Week Days  
and 194,201 Sundays During  
The Last Decade*

## Statements to U. S. Post Office

April Each Year

	Weekdays	Sunday
1920.....	239,253	217,128
1921.....	228,244	232,965
1922.....	225,279	243,232
1923.....	282,940	248,540
1924.....	273,135	279,822
1925.....	279,191	297,678
1926.....	303,598	333,802
1927.....	320,970	353,989
1928.....	336,431	356,191
1929.....	333,393	382,603
1930.....	340,473	411,329

The circulation record of The Detroit News during the last 10 years is convincing evidence of its continued acceptance as the home newspaper of Detroit. Growing in circulation with every increase in the city's population, The Detroit News covers Detroit so thoroughly that advertisers through the use of The News, alone, can cover the field adequately and economically.

## The Detroit News

Daily and Sunday

THE HOME NEWSPAPER

New York, I. A. Klein, Inc.

Chicago, J. E. Lutz

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# A Few Homely Truths About Selling

We Were Tempted to Head This: "Reading the Riot Act to Slipping Salesmen"

By George Mather

General Manager, Babson Manufacturing Company

**S**LIDING along through the forties, I am more and more impressed with the common tendency of man to excuse his own shortcomings and blame circumstances for the things that happen to him. I watch you fellows clutch frantically at your self-esteem and blame outside conditions for your failures. I watch you put in almost as much effort hunting alibis as you do at work. I am the better able to see and understand all this because I see myself so constantly doing the same thing. I want to keep as good an opinion of me as I can, so I frequently attempt to place the blame on some factor beyond my control. I suspect that this is an almost universal human trait and probably our most expensive weakness.

Suppose you tell a man the straight truth and he calls you a liar. What do you do? You know you're right, so you patiently explain just why you're right. You can protect your self-esteem that way and at the same time show him what a sucker he is. But suppose you tell a man a lie and he calls you a liar. What do you do then? Punch him on the nose, of course! Your self-esteem must be protected. Furious with yourself for being a liar, and a sufficiently clumsy liar to be caught at it, you must defend your opinion of yourself by taking a punch at—not yourself where it is needed—but at the other fellow who exposes you. You're that way, I'm that way, we're all that way, and it holds us back and keeps us from getting the things we want.

In an effort to teach you a few

things about selling, I shall have to tell you a few truths about yourself. Some of you will be helped a little; some of you will regret that the distance prevents your taking a punch at my nose. For the latter, I can do nothing—neither can anybody else.

Let's get one more thing straight before we start. The thought is sure to pop into your head, "I wonder if that bird can sell goods any better than I can?" I'm sure I don't know. I rather think I could do better than some of you; I'm quite sure I couldn't do as well as some others. I know I can't run as fast as a greyhound but I've taught a few greyhounds how to run faster. I think perhaps I could teach a jackrabbit to run faster if he'd listen to reason, but he won't—a greyhound usually will.

Here are a few things that are holding you back—not all the things, but a few. You can be a better salesman than you are if you want to be better more than you want to kid yourself along.

First of all, you are lazy—you won't work. You would rather tire your body by driving in search of a soft prospect than to tire your mind in softening a hard prospect. I would, you would, anybody would. You would rather hope for better luck next time than to dig out the real reasons for your failure. Because you are lazy, you would rather hope than work.

## "He Can't Be Sold"

You drive out of the yard saying, "He can't be sold." You know that isn't true. Look back. You know that you can be sold any thing from an idea to a gold brick. I dare you to spend three hours tonight in a word for word check-up

This article appeared in "The Babson Prospector," house magazine of the Babson Manufacturing Company.



on that sale you just missed and then tell me that you can't see where you made mistakes. Had you said different words, you might have sold him—had you said the right words, you would have sold him.

And you won't sit down at night and think things out. You'll dream and moon and wish and hope, but that isn't thinking any more than wiggling your toes is walking. When you decide to make a call-back, you drive into the yard hoping that he's changed his mind and is ready to buy. How many real reasons have you thought out why he should buy? Many people can learn to drive a car; it is your job to think of the right words to say when you get there.

And you're afraid—desperately afraid. You're afraid to call at the next farm and try to sell something from the Babson Line. You'll pass it at forty-five an hour on your way toward the foot of the rainbow and the mythical pot of gold.

### ***There Are Different Kinds of Fear***

I have watched men keep going ahead when they were so scared they could barely put one foot in front of the other. They were more afraid of having others find out how scared they were than of anything else. But this is a different fear. You have to keep up appearances only before yourself and it takes a higher brand of courage. You fear failure—you fear the exquisite pain that comes from humiliation. When you ask a man to buy something and he says, "No," your old self-esteem is jolted. You are afraid to expose it to injury. You want to have a good opinion of you. You are ten times more afraid of what people will think than of what people will do. One may hurt your body, the other hurts the real you.

I once knew a salesman who was a complete dud. One day a man profanely ordered him off the farm. That cured him. He figured that nothing worse was likely to happen to him. That had happened and he had lived through

it. Now he's a steady producer.

And you talk too much! You drive in and bang away with both barrels. You're scared and nervous and you haven't thought out what you are going to say and you fear that if you give him a chance to talk, he'll say, "No." Let him say "No," and get it out of his system. He's going to say it anyhow—will probably say it ten times before he buys. You are there to learn his views, so you can change them to your views. Don't try to smother him with words. Let him talk a little, but guide his talk. He'll sell himself with just a little guidance.

Let's prove some of these things. In the last "Prospector" [the company's house magazine], I told you how to lick present conditions. The ideas were not mine, so I can applaud them freely.

To learn that outline you would need to read it thirty or forty times. You were too lazy to do it. You would have to put in many hours of real thinking to get it in shape to use it and you wouldn't think that long or that hard. Because you didn't know it, you were afraid to try it, so a wonderful tool lies rusting and unused and you get along on half what you should earn and moan about hard times and bad luck.

Since the article was written, it has been tried out and proved. It works. If you have a better plan, for goodness sake tell the rest of us all about it.

Nine out of every ten farmers you meet want something you have to sell. Nine out of ten need something you have to sell. All you have to do is persuade them that it is all right for them to have it.

When you can make the prospect forget that you are a salesman, he'll listen to what you say. When you can forget that the other fellow is a prospect, you can reason things out with him calmly. When you drive into the yard all set and ready to sympathize with a farmer because times are hard, you'll usually find him ready to listen. It may take you an hour to get around to where you begin to sell

# Inevitably~

## Why Not Now?

TO paraphrase a famous slogan, advertisers who do not now accord the Chicago Evening American a major place in their plans will inevitably do so. There is no intent toward complacency in that statement. On the contrary, it is a sincere declaration of belief.

The Chicago Evening American is in its ninth year of circulation leadership in Chicago's evening field. For four years it has led its nearest competitor by over 100,000 copies daily. Beyond all question such marked and *consistent* leadership proves a stubborn reader-preference of incalculable worth to advertisers.

Economic necessity will in time bring complete recognition of the Chicago Evening American as first choice *without exception* in Chicago's evening field. Great progress has been made toward that consummation.

The Boone Man will demonstrate the inevitability of this forecast's fulfillment and the wisdom of beating economic necessity to it.

# CHICAGO EVENING AMERICAN

a good newspaper

Now in Its NINTH YEAR of Circulation  
Leadership in Chicago's Evening Field

National Representatives:—RODNEY E. BOONE ORGANIZATION

him something. Much better to spend the hour that way than in driving forty miles in search of an imaginary man who is ready and waiting to sign an order.

You can be a better salesman as soon as you are ready to look at yourself as you are and put the blame where it belongs. Present your alibis to your branch manager if you must, but for your own sake, don't offer yourself an alibi for you.

### All Missouri Pacific Advertising Under One Head

E. H. McReynolds, assistant to the president of the Missouri Pacific Lines, will in the future also be director of publicity-advertising for all departments of that railway system. He has been in charge of the Missouri Pacific's advertising activities and this appointment only officially transfers to Mr. McReynolds additional responsibilities of a supervisory character.

It does, however, consolidate all the advertising forces of the railroad into one department and under one head and discontinues all advertising contacts which other departments of the system's lines have been maintaining in the past. The advertising section maintained by the passenger traffic department has been discontinued and Ray J. Maxwell formerly in charge, has been transferred to Mr. McReynolds' department.

The advertising bureau which has been handling the Missouri Pacific Lines advertising for the last four years will continue without material change. John F. Rector will continue as manager of the bureau under Mr. McReynolds. He will be assisted by Mr. Maxwell, and V. A. McGrath continues as space buyer and contact man between the Bureau and newspaper and magazine solicitation departments.

### H. N. Cappel to Direct Tubize Chatillon Sales

H. N. Cappel has been appointed sales manager of the Tubize Chatillon Corporation, New York. He started with the company in 1925 as sales representative in Pennsylvania and has recently been in charge of the advertising and technical research department in New York. The Tubize Chatillon Corporation is the new company formed by the merger of the Tubize Artificial Silk Company of America and the American Chatillon Corporation.

### To Publish New Evening Paper at Waukegan

The Waukegan Publishing Company has been organized at Waukegan, Ill., to publish a new evening newspaper, the *Waukegan Daily Times*. Incorporators are George W. Morris, Wayne T. Stopey and M. I. Whitmire.

### R. N. Kimball, President, Allen-A Company

Roger N. Kimball, for the last seventeen years vice-president and general manager of The Allen-A Company, Kenosha, Wis., manufacturer of hosiery and underwear, has been elected president and general manager. Robert W. Allen has resigned his position as president and has been elected chairman of the board of directors and vice-president.

Roger N. Kimball, Jr., has been elected treasurer and a director of The Allen-A Company. He has been with the organization for the last four years in an executive capacity. William R. Reiser, who has been with the company for the last ten years, was elected secretary.

Other officers of The Allen-A Company, and subsidiaries, in addition to these changes, include: Arthur S. Thayer, vice-president and assistant general manager and Elmer J. Hansen, vice-president in charge of underwear mills at Bennington, Vt.

### Ad-Type Service Organized at Akron

Earl E. Humphrey, in charge of direct-mail sales promotion of the Miller Rubber Products Company, Akron, Ohio, has resigned to take charge of the Ad-Type Service, Inc., which has been formed at that city. The new company, which will offer a typographic, layout and copy service, will be located at 414 South Water Street.

W. G. Stoll will be in charge of all typography.

### Buys "Miss 1930"

The Publishers' Fiscal Corporation, New York, has sold one of its subsidiary companies, The Year Book Publishing Company, publisher of *Miss 1930*, to the Perennial Publishing Company. The Perennial Publishing Company will be headed by F. Orlin Tremaine, former editor of *Miss 1930*, and will continue to publish that magazine, beginning with the May issue, from 100 Fifth Avenue, New York.

### Acquires "Ice Cream Field National Journal"

The *Ice Cream Field National Journal*, heretofore published by the Loyless Publishing Company, Atlanta, has been bought by the Ice Cream Press, Inc., New York, which will issue the publication hereafter from New York. Ice Cream Press, Inc., becomes a unit of the Meyers Publications Inc., of New York.

### C. B. Shanks, Sales Manager, McCandlish Lithograph

Charles B. Shanks, for the last twelve years an executive in the sales department of the Chilton Class Journal Company, has been appointed sales manager of the McCandlish Lithograph Corporation, Philadelphia.

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Apr. 17, 1930

PRINTERS' INK

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# Paging

# Charles Francis Press

461 Eighth Avenue

New York

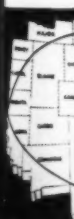




# \$75,000 A DAY GEYSER



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Since this 2,000-barrel-an-hour gusher cleared the crown block and left the derrick a twisted tower of junk two weeks ago, its devastating flow of black wealth literally has been felt from Seattle to New York City.

Wild Mary Sudik, the Mid-Continent field's most sensational gusher, was brought under control Sunday evening, April 6. For eleven days she tore out of the earth and spewed a glistening saffron liquid 400 feet into the air, which could be seen from office buildings in Oklahoma City, seven miles away.

Word flashed across the wires that the Mary Sudik was one of the largest, if not the largest, producer of high gravity oil. 2,000 barrels poured out every hour—48,000 barrels a day—\$75,000 worth of black gold from sun rise to sun rise! Production is from sand at a depth of 6,470 feet.

In the seventeen months that the Oklahoma City field has been operating, nearly 7,000,000 barrels of crude oil have been produced with a value of more than \$11,000,000. Experts predict that 30,000,000 barrels will be taken from the field during the present year.

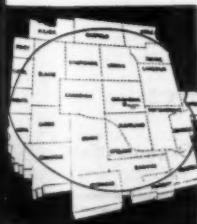
Oklahoma City is taking her reward from this new-found wealth. Prosperity and progress are on the upward trend—bank deposits, building permits, postal receipts, retail sales, population increases, and so on through the list.

The first reason, and perhaps the best among many good reasons, for selecting the Oklahoman and Times to do 1930 selling in this area, is this: In the 26 counties of the A. B. C. 68-mile Oklahoma City Market the Oklahoman and Times, at one-half the advertising cost, give advertisers a 16,500 greater circulation daily than the combined circulations of all 18 other daily papers published in this area, including the third Oklahoma City newspaper.

## THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

The Oklahoma Publishing Co.  
THE OKLAHOMA FARMER-STOCKMAN

State Special Advertising Agency—New York Chicago Detroit Atlanta Kansas City Dallas San Francisco



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**Shouting lineage  
figures isn't one  
of our regular  
practices  
because it is  
somewhat overdone  
—but  
it is a fact  
that  
The Detroit Times  
was the only  
Detroit newspaper  
to show an increase  
in national lineage  
for March  
Important if you're  
considering Detroit**

***The Trend is to the Times***

**Represented nationally by the R. E. Boone Organization**

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# Blame Change—Not Chains— for Advertising Failures

Advertising Will Have to Do a Better Job to Justify Its Existence

By Carl Reimers

President, Reimers & Whitehill, Inc. (Advertising Agency)

IT'S human nature to blame anything that goes wrong in our business on any distributing factor that is new, efficient, and difficult to adjust to some of our easy-going practices. Today it is the vogue to point an accusing finger at the chains when something goes wrong with a nationally advertised product. This makes you popular with the independents.

If you believe the chains don't and won't appreciate advertising, then you never tackle the stiff job of planning advertising that will meet the exigencies of chain-store administration and chain distribution. If you did attempt that task, you might bring the chains to adopt some of the techniques of the national advertiser.

For the department stores and the mail-order houses are already trying the methods of trade-mark and prestige-building advertising. A recent page of *Montgomery Ward* displayed a half dozen national trade-marks and trade names. Macy is selling thrift and prestige with a technique that is definitely a national type of advertising—not local.

All this goes to prove that advertising does change.

*First:* Advertising differs for different conditions. There is a vast difference between the "hurry-up, today only" type of retail selling and "remember how good we are if and when you want what we are so famous for." It is a mistake to limit the definition or the function of advertising to either of these extremes; and it is too bad that so many advertising experts take it for granted that the only genuine sort is the long-pull, prestige-making variety. That notion puts the retailer, and so the chains, in the wrong simply by definition.

*Second:* Advertising differs in

different industries and at different times. Certain industries and types of distribution develop from a stage in which they use advertising not at all, or only very skimpily and gingerly, to a state where they become wiser to its varied values. The chains are strong on price-giving and on getting immediate returns, so their attitude toward advertising is equally practical—though it seems short-sighted compared to the long sight of the prestige-builder.

The chains may come to see the value to them of the prestige type of advertising—as the mail-order houses and department stores have done. But whether they come to it or not, should not advertising go to them, and adapt itself to the new techniques of distribution? Why consider any present advertising method 100 per cent effective? Why say that anything which makes present advertising less effective *hurts advertising*? Really it helps—by calling attention to the ineffectiveness of certain present methods and so serving notice on those who plan advertising that they must find new methods.

## Uncomfortable But Salutory

Does this partly answer Mr. Brisacher's\* article in *PRINTERS' INK* for March 27? He talks of the deflation of advertising by chain-store expansion. Deflation is always uncomfortable, but isn't it usually salutary?

What is the lesson? That chains are hurting advertising? No. Only if the product is right, only if it is priced to give the retailer a profit, only if it will repeat, should the retailer (chain or independent)

\*"Is Chain-Store Growth Hurting Advertising?" by Emil Brisacher, president, Emil Brisacher and Staff, March 27, 1930, page 3.

agree to stock it. Retailers are beginning to realize that all these things are necessary—and that a mere advertising portfolio does not guarantee all these requisites.

What did the chains have to do with this new foresight of retailers? They segregated buying and put it in the hands of responsible specialists. To sell the chain you must see the man higher up; a territorial superintendent responsible for the earnings of several hundred stores is harder to persuade than the harassed proprietor of an independent grocery who does not know his costs or his profits.

Other factors have entered into this changed situation and they are not all traceable to the more efficiently audited chains. Some of the shift has been due to a sort of diminishing returns law; there was so much more advertising for advance distribution that none of it could be as good as it once was.

But the chains are not definitely closed to new products. Three concrete instances come to mind.

First, a product with no competition and with no clearly assured market, was introduced in New England a short time ago. In the second trading area where it was offered to the trade it was taken on by two large chains almost entirely on the strength of the advertising guaranteed and the fair success with independent distributors in city number one.

But the chains did not make it a success. Why? Advertising was "100 per cent efficient" in getting advance distribution; the chains did not hurt this essential to profitable advertising. The initial error was under-estimating the length of time between first sale and resale: the chain's genius for knowing turnover was led astray, was dazzled by a display of coming advertising effort and so the chains over-estimated turnover.

The second instance was a product in an extremely competitive field, so overcrowded that no newcomer was supposed to have a look-in and few old-timers got any real profits. But the very unusual merit of the new product broke through these barriers and it ob-

tained distribution through several chains in the metropolitan area. Advance distribution among the chains was in great part due to advertising that was guaranteed and that appeared—but it did not move the goods soon enough to satisfy either the retail outlets or the banks who were financing the advertiser.

The third example is again a terrifically competitive product, a field only a shade less cut-throat than cigarettes or dentifrices. In this field there is a manufacturer who has an excellent reputation in a small sales territory, who advertises only in this territory and nowhere near as much as his two nationally known competitors. This season he is getting chain-store as well as independent distribution—and he is getting the chains in spite of competition, principally because his product is supremely good and has local good-will. The chains are stocking this brand, adding it to the already long enough list of competing brands, because it has been a profit-maker for the independents. This is a justifiable addition of a new brand.

#### *Dangerous to Generalize*

I will grant that these three instances are not necessarily typical and certainly are not enough from which to generalize. Still they may suggest that advertising often promises more than it can accomplish and that anything that checks this tendency is a valuable corrective; that the chains as well as the independents are sometimes misled by these ill-founded, sanguine expectations of advance stocking; and that, given real merit, advertising or no advertising, a comparative newcomer can place his goods with the chains, no matter how strongly his competitors are established.

When Mr. Brisacher tells of a merger of chains that threw out an advertised brand and then had to reinstate it, he is not criticizing the chains, but rather the poor selling policies that mark so many of the organizations that result from mergers. It is a common criticism of the execution of today's mergers that, excellent though they may be

IN a little document composed back in 1776 is a clause to the effect that "all men are created equal."



ONE can scarcely quarrel with the statement as it may enunciate a Bill of Rights for humanity, but we doubt its usefulness as one of the creeds of space buying.



THEORETICALLY human beings may be equal, but they aren't in the pocketbook, and that's where advertising centers. There may be, and quite frequently is, some soul appealing copy, but it doesn't pay many dividends, and this is

a year when some of the "nice" things have to be abolished for the more practical. Now is the accepted time to start selling where the buyers are.



THE Free Press offers a quarter million families daily—a third of a million Sunday—practically the whole roster and register of consistent and persistent buyers in the Detroit area. They are making purchases now by the million.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

in financing and in production plans, the selling is way below average.

What if J. C. Penney does little volume in advertised brands except cosmetics and drugs? After all, that is true also of every independent who parallels the Penney stocks.

The manufacturers of the other lines carried by these stores are, by and large, only halfway users of advertising; they have not got to the stage of thorough use of advertising reached by the cosmetic manufacturers. This is particularly true of makers of fabrics and parallel lines.

Mr. Brisacher says: "Food values are fairly easy for the consumer to judge, but few can determine quality of textiles, fabrics and wearing apparel." Really, the consumer knows food values largely by advertised trade names and trade-marks. When it comes to apparel, there are few well-known trade names; in the field of fabrics there is only a handful like Fruit of the Loom, Skinner's Satin, and Palm Beach.

If Mr. Penney's ratio of advertised drugs to all drugs is high—so is every chain's and every independent's. The low percentage that advertised brands form of all brands of fabrics or apparel in chain stores is probably no lower than the ratio in independent stores.

I can't agree with Mr. Brisacher's third point that "advertising's demand-creating ability is greater than ever before, once sufficient buying urge is created to secure chain-store distribution, because of the growth of the self-serve counters in all varieties of stores." Never mind that it seems to contradict his first point, that advertising is less effective than it was in the Before Chain era. Is the third point true?

Don't we all know that advertising is notably less powerful in creating demand than it was before there was so much advertising and so much competition for the consumer's attention and his dollar? This is another case of diminishing returns.

I can agree with this third point

only so far as it amounts to saying that advertising must do a maximum job on the consumer and the distributor, including the chain store; and that the chain, putting no intensive selling back of its goods, is specially fitted to carry the "average commodity which does not carry a sufficient margin of profit to permit intensive selling work in addition to sufficient advertising."

Will the chain stores eventually be a factor in the marketing of the majority of advertised products? Mr. Brisacher says "Yes"—and I think that's right, but it won't be merely because the products are advertised. Advertising will do a better job—it will have to do a better job to justify its existence. This better job will include, for one thing, forgetting to be so sorry that the chains won't adapt themselves to advertising that is static and stereotyped; and another part of it will be studying the various types of retail outlets and adapting our present promotion methods to these outlets—chains and all.

### F. E. Ross Joins Strang & Prosser Agency

F. E. Ross has joined the Strang & Prosser Advertising Agency, Seattle, as an account executive. He was formerly with the Botsford-Constantine Company and, more recently, has been with the Mountain States-California & Oregon Power Company, of which he was merchandise advertising representative.

### Televeyor Account to United Agency

The Televeyor Corporation, New York, manufacturer of Televeyor portable tray conveyors and Televeyor dumb-waiters, has appointed the United Advertising Agency, New York, as advertising and sales counsel.

### Now Chute, Heck & Company

The name of Adolph Selz & Son, Inc., Chicago advertising business specializing in direct mail for financial institutions, has been changed to Chute, Heck & Company. John W. Heck continues as president and L. E. Chute as treasurer.

### Appoints Boston Agency

The Railway & Light Securities Company, Boston, has placed its advertising account with Harold Cabot & Company, Inc., Boston advertising agency.

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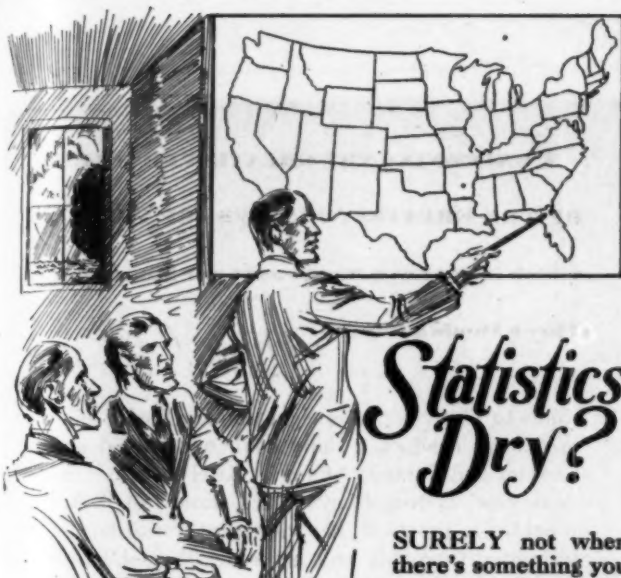
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# Statistics Dry?

**SURELY** not when there's something you want to sell and the

statistics point to buying power. Hence this table of newly announced facts:

**JACKSONVILLE:** According to the Standard Statistics Co. of New York, one of the two most prosperous cities in the southern states; February volume 3 per cent more than in 1929. Bank clearings in February more than 60 per cent of the total of Florida.

**FLORIDA:** Increased in February value of bank debits by 2 per cent over 1929; one of only two states east of the Mississippi to report an increase. Bank resources at the end of 1929 were \$278,000,000, with a state treasury balance of \$9,068,000 (nearing "boom-time" height!).

Significant statistics! And this prosperity is available to any advertiser who uses "Florida's Foremost Newspaper":

**The Florida Times-Union**  
JACKSONVILLE, FLA.

Represented Nationally by  
**REYNOLDS-FITZGERALD, Inc.**

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

## CONCERNING THE GREATEST PROBLEM OF THE GREATEST NUMBER—OF WOMEN

—which is not Love nor Beauty nor Money but

Three Meals a Day...

Nancy Dorris

comes to The News, after eight years on the Evening World, to conduct a daily column on Food and Cooking and Culinary Affairs. . . Kitchen-wise, common-sense, metropolitan minded, time tested, her program is practical, her viewpoint versatile, her technique thorough, and her sympathy solid with the working housewife who does daily battle with monotony, drudgery, and boredom. She considers beans more important than broccoli, an A & P window more stimulating than a *hôtel carte du jour*, a simple dish more desirable than a *chef d'oeuvre*, a quick recipe more relished than a monograph. Nor does she disdain the humble tin can, the practical paraffined package, the good glass jar, the gadget, the electric cooker, the iceless icebox, the pantry paraphernalia. And never does she forget the prescribed pocket-book! And, entirely incidentally, she will help make New York's best advertising medium even better!

## THE NEWS

New York's Picture Newspaper

220 E. 42d St., New York





..... **SOON**

**SHE WILL BE ONE  
OF THE BEST KNOWN WOMEN  
IN NEW YORK**





## Editorial Distinction ALONE Doesn't Make a Magazine

**But, Editorial  
Distinction is ONE  
reason for the success  
of NATION'S BUSINESS**

Not "what?" . . . not "how?" . . . but "why?" is the question Nation's Business answers for the business man. His newspapers and news reviews tell him "what". His trade papers tell him "how". Nation's Business answers his "why".

### For instance . . .

In June, 1929, Ralph C. Hudson, General Manager of the Jordan-Marsh store, Boston, wrote: "It's the Buyer, Not the Brand, That Counts," a discussion of why he doesn't sell advertised brands unless his customers force him to do so.

In July, 1929, O. H. Cheney, Vice-President of the Irving Trust Company, wrote: "Even the Big Can't Stand Alone," a discussion of why great corporations join associations of competitors, large or small, in their industry.

Typical illustrations of the unique way Nation's Business answers "why" for reason-wanting business men.

**NATION'S BUSINESS • Washington • DC**



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# When Fifth Avenue Goes to War

Price-Cutting Again Looms Up as a Problem

By B. D. Clyde

HERE'S a problem for manufacturers, advertising agencies and stores:

You make and sell through department stores and other retail outlets, a line of quality products in which you have invested years of effort and perhaps several millions of dollars to create a continually increasing demand at nationally-known prices.

A half dozen or so of Fifth Avenue's greatest stores become involved in a price war with your line as the chief target, with these results:

1. The price of the leading item in your line drops almost to cost, then to cost, then below cost and finally to one-half the advertised price.

2. Here and there great stores begin taking your goods out of the market until the war ends.

3. Customers you have created for your goods at a standardized price demand quality. They have been taught to pay your price. A sudden drop of 30 or 40 or 50 per cent on your line in conservative stores tends to wipe out immediately, in the minds of customers, chief selling points that you have built at great cost: stability, quality, permanence. These below-cost prices are not advertised to the public. The shopper finds them out when she goes to the store or when a friend who has been there tells her. The customer suspects you, the manufacturer, are going out of business, are coming out with new items and discontinuing the ones

on sale, the goods long have been in the store and are being cleared out the same as over-ripe bananas, the quality has been changed suddenly—suspects you of any one or all of these things.

4. The store notices that instead of selling more of your line

at the cut price, it is selling less (there is something the matter when everybody cuts the price); so that if it "temporarily" removes your line it may not be in a hurry to reinstate it when the war is over. Certainly, with the customers changing to competitive lines and your goods being injured in prestige, a great deal of sales resistance on the part of both stores and customers is going to be met. You are guilty of something in the eyes of the consumer, and the store feels, too,

that you ought to have been able in some way to avert or soften the calamity.

5. Out-of-town buyers, considerably influenced in their buying by what they see and learn in the Fifth Avenue stores, make a dent in your business outside New York.

If your line was the center of "Everyman's Land" in this Fifth Avenue war, what would you do? What could you do?

You might quit selling to the stores that cut prices on your items. That would mean nearly every store. Each of these Fifth Avenue stores is worth far more to you as an account than the money value of the business it does with you. When the price

**PRICE-CUTTING** among New York department stores seems to be reaching an acute stage. In the line of toilet goods particularly, various brands are being sold at cost, and often below cost.

The manufacturers whose products are being kicked around in this price war are just about at their wits' end. They are convinced that their brands are being offered up as a sacrifice in a war in which they are innocent neutrals.

Even Fifth Avenue has joined in the price battle. And when Fifth Avenue goes to war, many manufacturers have plenty to worry about.

drops low enough you won't need to stop selling to them. They will voluntarily take out your line. Moreover, you feel that they were compelled to cut the prices or remove your line; anyway, you can understand that the stores themselves felt that such an alternative was faced.

If the original price-cutter is one of the very largest retail outlets, could you persuade the other stores to ignore his price-cutting, especially if you refused to give him up as a customer? Would you quit selling to him? If you would, could you be certain that he could not buy your line elsewhere? If "he" is two rival stores, instead of one store, can you be sure whether both are investigators? Or only one?

This sort of war teaches a lesson, but who will use it? Everybody loses: the manufacturer, the Fifth Avenue stores, and the consumer, through mistaken judgment of values.

#### *How Did the War Start?*

Now, how did the war start and why do the Fifth Avenue stores feel that they were drawn in innocently and helplessly?

There have been, over a long period, skirmishes between various off-the-Avenue stores. Not long ago, two of them sold cigarettes to the public at below-wholesale prices.

Then another rival store, also off the Avenue, entered the fray. Ninety-five-cent books went to 40 cents or lower. Some days the number of "competitive" (on sale but not advertised in the newspapers) items would run anywhere between fifteen and one hundred.

Here's a line of toilet goods. It's a good line. One of the very best. Furthermore, it is known all over. So is its price. The other store is selling it at a few cents off. Fine! Go him one better.

A price war on this line? Not insofar as the Avenue had heard—officially, anyway.

But there is strategy—and other things—in war. A store on the Avenue entered the fray. Now, a changed situation! First, des-

perate but futile efforts by the manufacturer to effect a truce or something to serve a like purpose. He sensed a real conflagration. And it came. Prices crashed all along the Avenue. Down! Down! To cost here—below cost there—to half price somewhere else. But not everybody! First, as prices dropped, one store fell out of rank—took the line (it is one of the topnotchers both in known quality and in sales volume) off the counters. Followed others as the profit margin evaporated and left a growing loss margin.

On the days that nearly every big store in town was selling the line far below the advertised price, the aggregate of sales was less than when the price was being maintained, so that even a temporary climb in volume was denied the manufacturer. When a woman is buying beauty and allure and romance she demands known quality or, at a high price, promise of superior quality, whether she is rich or poor. She isn't bargain-hunting.

Psychologically the effect on the consumer of the price on this line—known everywhere as assured quality at a single price—was damaging indeed. The effect on the stores was just as bad.

Two facts save that particular manufacturer.

1. His was only one of several lines to suffer cut prices in this costly war. The others are also reputable brands of first-rate importance. The singular instead of the plural is used here because the fight centered on one line and the story is made easier to tell.

2. He is financially strong, wise in constructive merchandising, and aggressive. In other words, he would be a "tough person" to lick. But how many manufacturers, no matter how strong and able, welcome such an unfair war? The manufacturer's hands—unless somebody can devise a way to avoid it—are tied while he enacts the role of the helpless and belabored peacemaker.

The head of one big store has been quoted as stating he has five million dollars to use in province that no other store can undersell

**E**VER been to one of these said:

**LOS ANGELES EXAMINER**  
PUT YOUR MESSAGE BEFORE THE MODERNS

him. Another store, anticipating a new war over a certain brand of merchandise and the probability of being unable to buy the line, is said to have put away enough of this line to last several months.

One manufacturer has drawn up a new type of contract, making the store merely his agent and keeping control of the goods until they are sold to the consumer. Not every manufacturer is in a position to do such a thing. This particular manufacturer intends also to label the goods with the name of the store that buys from him, thus preventing a well-known maneuver. But at considerable cost.

Buyers up and down the Avenue have been interviewed in regard to this latest price war. Most of them don't want to talk about its causes, but they are agreed that it didn't help their business. Off the Avenue, one big store merely said, "to maintain our price policy"; the other, "don't care to be quoted." One of the Fifth Avenue buyers said the war might have germinated when an off-the-Avenue store having an understanding that it would "keep hands off the Avenue," opened a style shop in another community and featured price.

What effect on the industry?

The worst that could happen would be temporary confusion, more or less, while a way out was being found. Because, each day, women and girls are learning additional ways to use cosmetics and perfumes more intelligently—and each day dawns on more women and girls determined to use them.

### George De Beer with Clark Collard Agency

George De Beer, formerly with the Edwin G. Booz Service, Chicago business survey organization, has joined the Clark Collard Company, advertising agency of that city.

### Appoints Wald Agency

The Queens Pharmacal Company, Elmhurst, Long Island, N. Y., has appointed the S. Wald Advertising Agency, New York, to direct its advertising account. Newspapers and business papers will be used to feature the company's Johnston's Surgical Dressing Ointment.

## Blue or Black Typewriter Ribbons?

OHIO FARM BUREAU CORPORATION  
COLUMBUS, OHIO

Editor of PRINTERS' INK:  
Is there any difference in the value of blue or black ink for typewriter ribbons, regardless of what color paper is used for sales or form letters?

Any information you can give me about the subject will be thankfully received.

ARTHUR R. WEED,  
Advertising Manager.

THE president of a large letter shop in New York gives us this information. Individually typed and special process letters are sent out for all types of concerns. Out of the entire year's work, approximately one-tenth of one per cent of the letters called for a colored ribbon.—[Ed. PRINTERS' INK.]

### Organize Winternitz and Bissell

Winternitz and Bissell is the name of a new advertising business which has been organized at New York by Robert Winternitz and H. Woodruff Bissell, with headquarters at 401 Broadway. Mr. Winternitz was formerly with the Bedford Johnson Company, New York. Mr. Bissell was formerly advertising and sales promotion manager of M. C. D. Borden & Sons, Inc., New York, manufacturer of Borden fabrics.

The advertising accounts of M. C. D. Borden & Sons, Inc., the Bedford Johnson Company, men's trousers, and the Heminway & Bartlett Silk Company, also of New York, have been placed with Winternitz and Bissell.

### H. K. White Joins Badger and Browning

Huntington K. White, formerly assistant merchandising manager of the R. H. White Company, Boston department store, has joined Badger and Browning, Inc., Boston advertising agency.

### Heads Ontario Daily Publishers

A. R. Alloway, business manager of the Oshawa, Ont., Times, has been elected president of the Ontario Daily Publishers' Association.

### Appoints Denver Agency

The advertising account of The Colorado Fuel & Iron Company, Denver, has been placed with Cusack-White, Denver advertising agency.



# Consistency

The enormously cumulative reader interest created by the Examiner in 50 years is evident in the circulation and advertising supremacy it has enjoyed for the last 34 of them. Profit-minded advertisers can not overlook the virtue inherent in such consistency . . . Particularly when it occurs in a market where incomes are 55% greater, living standards 65.1% higher than the nation's average.

## SAN FRANCISCO EXAMINER

*One of the '28 Hearst Newspapers  
read by more than 20 Million People*

IN NEW YORK CITY: W. W. CHEW, 285 Madison Ave.  
IN DETROIT: A. R. BARTLETT, General Motors Bldg.  
IN CHICAGO: J. D. GALBRAITH, 612 Hearst Bldg.  
IN SAN FRANCISCO: F. W. MacMILLAN, Hearst Bldg.



In the sense of  
OLD DUTCH  
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On its 25th anniversary Old Dutch, always alert to new sales opportunities, adopts True Story—The Wage Earner Housewives' magazine.

**H**OW many quarter-century advertisers would not rest serene in the confidence that their product was a byword in every American home?

Yet, after 25 years, Old Dutch Cleanser found in True Story an opportunity for greater development and accordingly has taken advantage of a new achievement

in magazine publishing history.

When any periodical, starting from scratch can build up a voluntary newsstand sale of over 2,000,000 copies at 25c each—more than one half million more voluntary newsstand sale than any other magazine at any price—when True Story housewives will pay money for that periodical than

other magazines. Old Dutch, in its development, has a unique opportunity. True Story? Not just Washington Avenue. You can't cost

TRUE STORY • THE ONLY MAJOR MAGAZINE

NCENT

# use of good judgment OLD DUTCH uses TRUE STORY



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other magazine ever printed—  
 Dutch, in the sense of good  
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 versing opportunity.  
 Have you seen a recent copy of  
 True Story?  
 If not, just write to True Story, 420  
 Madison Ave., New York, and we'll  
 send you a copy of the May issue  
 without cost or obligation.



MAGAZINE CONCENTRATING IN THE WAGE EARNER MARKET



# Fast—

# and thorough

The Business Week renders distinctive service in its timeliness and time-saving make-up; more important still, is its thorough and accurate interpretation of the news from every business front.

## THE BUSINESS WEEK

The Journal of Business News and Interpretation

NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT  
ST. LOUIS • PHILADELPHIA • BOSTON • CLEVELAND  
GREENVILLE • LOS ANGELES • LONDON

A MCGRAW-HILL PUBLICATION

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# Retail Salesmen Are Learning the Language of Public Desire

How Advertising Is Sending Pre-Sold Consumers into Retail Stores

By Randolph Branner

Advertising Manager, The Seng Company

THERE is everywhere evidence that distribution is passing from the stage of expansion to the stage of development, from the era of growing bigger to that of serving better. The chain, having brought to the average community a new kind of store with a new source of buying power, is now settling down to the task of fitting those things to the community. The independent, at the same time, is allying itself with new sources of buying power, changing methods and even appearance in an effort to step up its ability to serve and compete on a level with the chain.

In many cases these developments in distribution have made it hard for the consumer to tell which is a chain store and which is an independent. Nor does it really matter very much.

The important thing to distribution, after all, is not what kind of stores retail merchants have, be they chain or independent, but what kind of selling goes on in them. For in the final analysis, retailing is a business of selling.

The changes that have been taking place have dealt largely with the mechanics of retailing and with the buying. It is more practical than prophetic to say that the intensive development of distribution will deal largely with retail selling.

No matter how big the sales of any retail organization may become,

the totals are still the sum of transactions between one individual and another—the retail salesperson and the consumer. It is what happens in each of those transactions that spells the difference between black ink and red when the totals are run off at the home office, whether that

home office be in New York, Chicago or the back of the independent merchant's store.

The one factor in those transactions which the retail merchant can control and develop is the retail salesperson. As a class, he has not had the advantage of sales management. Not until comparatively recently, and even now in but few instances, has the retail salesperson had the steady and studied guidance of the retail merchant in his selling efforts. But the

salesperson has had, quite unconsciously, the guidance of the consumer. And that guidance, seized upon just here and there by retail salespeople, is being turned to advantage.

In their contacts with the public retail salespeople are learning that people generally know more about goods than they used to. They have been informed, somehow, to the point where they know some of the major points about goods—the points that interest them most as consumers of the goods.

They have learned to speak a language to which salespeople have not been altogether accustomed.

**C**ONSUMERS seldom say, "I saw it advertised," when they buy. But they often show the retail salesman that they have been reading the advertisements by their knowledge of the principal selling points of many items. They are partly pre-sold when they enter a store and, therefore, it takes not only less effort to close the sale, but a different brand of salesmanship.

How many retail salesmen know how to handle a pre-sold customer? Here is a brand of selling technique that has been sadly neglected. Advertisers would do well to make certain that the pre-sold consumer is handled properly.

But with time and a repetition of such experiences, retail salespeople who school themselves in the consumer's language and learn to speak it, are developing a new technique in their selling.

That language may be said to be the language of public demand; or, to put it more exactly, the language of public desire. It expresses the consumer's preferences with emphasis on style or service features inherent in the goods. For example:

To the retail shop of a large public utility company, a woman came and asked for electric toasters. On the table to which she had been directed were seven different makes. The saleswoman began with a few preliminary remarks carefully worded to conceal preference for any one make. The customer said that most of her toast goes into sandwiches. She had learned that there was a toaster that would toast sandwiches and, therefore, came in pre-sold on that one—a half-sold customer.

"Here it is, madam," the saleswoman said and began to demonstrate. "It grips the layers firmly top and bottom so that it holds in the filling when the sandwiches are turned."

The customer answered: "Yes, that's what I understood, and because it does that, it means I can have sandwiches all made before a guest arrives, and can toast my sandwiches ready-made instead of asking guests to wait till I make the sandwiches."

It didn't take long to close that sale. But it never could have been done with ordinary retail salesmanship. For here was a customer informed about certain points of the goods. It is true that she guided the saleswoman, but had the saleswoman not been ready with the particular information as well as the particular product, the sale would have dragged on to failure. Which is exactly what happens in so many lost sales, the causes of which are never recorded.

In a department store, a customer in search of cedar chests was shown several styles by a salesman. Two of the chests had apparently struck her fancy. She stood studiously

comparing the two and then, walking to one of them, stooped down to look into it more closely as the salesman opened it. Looking up at the salesman she asked: "How thick is the cedar wood in this chest?"

The reply came quickly: "It is three-quarters of an inch thick, madam, not just a thin layer. Enough to provide real protection to clothes for many years to come, because it is the cedar wood that contains the moth-repelling oils which give the real protection." As he delivered these few remarks he pointed out in the chest just where the particular advantages were. Both his words and his action had served to carry conviction to the customer, as she later told friends, because they just fitted in with what she already knew.

The housefurnishing department of a certain department store had on display four leading makes of washing machines. Two women, waiting for attention on a busy afternoon, were actively discussing the merits of one of the machines. As a salesman approached he caught a fragment of their conversation. "It will dampen one batch of clothes and have them ready to hang while the washer is doing another batch," said one of the women to the other. It was evident to the salesman that the woman who was speaking must know something about that machine.

#### A Second Salesman

Yet, cautious in opening the sale, he did the conventional thing—demonstrated the machine. As he went on and made his points, one by one, he found that the woman who had done the talking was echoing his statements to her friend. In other words, the customer had the points made in the advertising reported to her by a friend and confirmed by the salesman's demonstration.

In none of these three cases did the customer come out and mention that she had seen the advertising. Consumers generally don't. And because they don't, it is easy to infer that advertising had no part in the transactions. Yet they

# Readers and Advertisers Fifty-Fifty

Readers of the Los Angeles Times receive a line of editorial matter to balance every line of advertising.

Making the newspaper interesting to all members of the family, is what gives The Times the largest home-delivered circulation in its market.

During March, 1930, the editorial contents of the Los Angeles Times aggregated 2,041,648 lines, or more reader-value in 31 issues than the two largest afternoon newspapers gave in their 52 issues.

The Times believes that putting value into a product is a sound manufacturing policy, and this is supported by The Times dominance in advertising, year in and year out.

During March the Los Angeles Times exceeded the nearest local paper by approximately 700,000 agate lines of advertising, being the outstanding leader in local display, national advertising, and want ads.

## Los Angeles Times

*Eastern Representative: Williams, Lawrence & Cramer Co., 360 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Oldwell Co., 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.*

came well informed on certain points about the goods they sought, and those points had been mentioned at one time or another in the advertising. Where did they get their impressions?

In all three cases, by reason of having been previously impressed by the features stressed in the advertising, the customers made their purchases not only in less time but with infinitely less effort on the salesman's part than is customary with such merchandise. A point of particular importance where goods of high unit cost are concerned.

Such incidents serve to indicate not merely the power or the influence of advertising, but the unexampled power that lies in the combination of advertising and retail salesmanship—the potent force that exists in the proper co-ordination of printed and spoken sales messages to the consumer.

Such advertising is, of course, informative. And because it deals with what might be termed use-value (to differentiate it from intrinsic value) it can become an instrument in the hands of the retail salesman; as indeed it really is in the hands of the few who have adopted it.

Such advertising, because it concerns itself with the goods in the hands of the user instead of with the goods as they leave the factory, is the lexicon of the new language of distribution. Through it the known merits of advertised goods become the measuring stick of value for all goods of similar kind. For consumers are not judges of intrinsic value and, broadly speaking, never will be.

Advertising thus provides the common ground upon which consumer advertising and consumer selling can stand. More specifically, it provides the means for the elevation of retail salesmanship to a new level. Of course it is true that not all consumer advertising is capable of use in this way. But advertising is becoming more and more informative, borrowing ideas even from retail salespeople.

Heretofore retail salesmanship

has only half-heartedly regarded the advertising behind the goods it dealt with if, indeed, it gave advertising any attention at all.

The new salesmanship embraces and employs what advertising puts at its command, recognizing (1) that the advertising is saying to the very people who step up to the counter, the very things that need to be said about the goods, and (2) that by utilizing the same arguments, the same selling points already made in the printed message, the spoken word across the counter impresses and confirms the consumer's belief, thus adding conviction and hastening the will to buy.

Such salesmanship is, of course, easier for the salesman. Which is another way of saying it is easier for distribution. It opens the way for a quicker and easier movement of goods by the substitution of dynamic selling for static selling. By providing specific in place of general sales points, it puts driving power in place of latent power—that latent power which is a drag on commerce because it is at the point of consumer-contact.

### Eileen Cumming with Cecil, Warwick & Cecil

Miss Eileen Cumming, formerly stylist and in charge of fashion advertising at Saks-Fifth Avenue, has joined the New York staff of Cecil, Warwick & Cecil, Inc., advertising agency. She will continue to conduct her retail consultation service.

### Appoints Devereux & Smith

The Fruit Belt Preserving Company, East Williamson, N. Y., has appointed Devereux & Smith, Inc., Utica, N. Y., advertising agency, to direct the advertising of Pixie Strained Vegetable Food Products.

### New Accounts for Grey Agency

The Eclipse Fountain Pen & Pencil Company and Maurice V. Elwood, furrier, both of New York, have placed their advertising accounts with The Grey Advertising Service, Inc., New York.

### Joins Edwin Bird Wilson

Edward H. Abrams has joined the Los Angeles office of Edwin Bird Wilson, Inc., New York advertising agency, as a special contact man.

# Where the big farms are located



**I**N the Midwest—in the thirteen states where 83% of Capper's Farmer's 925,000 circulation is concentrated—big farms are the rule, not the exception. Here's where the really prosperous national farm market is located—where the big-business farmers operate on a large scale, use modern equipment. 72.7% of all the completely motorized farms (I. H. Co. data) in the United States are in this territory.



**CAPPER'S FARMER  
COVERS**

*The* **NATIONAL FARM MARKET**

---

# NOW FIGURES PROVE THAT JIMMY WALKER

- "It's the only paper that makes me feel the tempo of the city which is my New York." —MAYOR WALKER



- "I read the American because the modern woman wants a newspaper that presents the news tersely—yet completely."

—ELISABETH MARBURY



- "The life of the city . . . in some magic way has been caught by the American. It's the one paper a novelist actually needs."

—FAITH BALDWIN



- "Like the millions of fans who crowd the Stadium . . . the American is truly representative of modern New York." —JACOB RUPPERT



## NEW YORK AMERICAN

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# WALKER WAS RIGHT

The New York American made a larger gain in seven day average circulation and in daily circulation than any other New York newspaper.

AVERAGE DAILY CIRCULATIONS FROM PUBLISHERS' REPORTS TO THE GOVERNMENT:

SIX MONTHS ENDING MARCH 31, 1930, COMPARED WITH SAME PERIOD 1929

MARCH 31, 1930 vs.  
MARCH 31, 1929

PAPERS	Gains	Losses
*American	21,742	—
*Times	800	—
*Herald-Tribune	—	19,964
*World	—	25,893
*News	16,766	—
Mirror	—	7,357

\*Indicates seven-day average.

American (daily) 29,816 —

... and now advertisers can see that the modern New York American IS the paper for New Yorkers ... and that more New Yorkers are reading it every day.

# K AMERICAN

GE BEFORE THE MODERNS



# 145,539

NET PAID DAILY AVERAGE CIRCULATION OF

## THE ST. LOUIS STAR

FOR THE SIX MONTHS ENDING MARCH 31, 1930\*



\*Semi-annual sworn statement required by the government

National Advertising Representative—GEORGE A. McDEVITT CO.

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# I Prefer Knowing My Consumer to Knowing My Product

Too Much Advertising Has Too Many Nuts and Bolts in It Already, Declares This Copy Writer

By Allen T. Moore

HAVEN'T I sat by the hour, in days gone by, and faithfully translated into shorthand curlicues the "great big high points of the product," as pompously enunciated by a solemn chief engineer beflanked by blueprints; or a fidgety proprietor and president, who simply scintillated with the import of his importations?

Haven't I trudged for other hours through long aisles of multiple grinders, hydraulic presses, pneumatic hammers, assembly lines, moulds, furnaces, oil baths, burnishers, or what have you—listening with about half of the ear nearest my interlocutor to production narratives fully as interminable as the "Thousand and One Nights"?

Haven't I stood, registering a suitable awe, in huge test laboratories, on the side lines of windy proving-grounds, in the electric glare of "automatic Thingumbobs" about to pull off something startling—wondering whether it was age that had turned me so professionally numb, or just the *ad infinitum* repetition of these forays into the dingy realm of Product Knowledge?

Haven't you done the same, and countless similar things, in the interest of getting over to that most complacently unexpected of all audiences—the public—a "comprehensive idea of the product"?

And haven't we all of us always, in the end, discarded just about 98 per cent of this laboriously accumulated information—in order to focus our fallible talents on the 2 per cent of data we had managed to wring from the client as to

what his product would do?

*Exactly.* For that, from the copy writer's standpoint, is what the whole question of product-knowledge comes down to in the end. He should know how his client's article will perform, rather than why it has five roller bearings under every blade. He should know how many hours of work it will save Mr. and Mrs. User, rather than how many days of painstaking exactitude Mr. Manufacturer has bestowed on its construction.

*He should know regarding his product, in short, only about as much as an enthusiastic owner would know and say in terms of the results which he, the owner, had gotten from its use.*

In the italicized paragraph, it seems to me, lies the whole crux of the product-knowledge problem. It sums up the sort of sales impression which advertiser and agent should strive to have both individual message and entire campaign convey to the reader; and it sets up a fairly dependable mental yardstick, or getting-off-place, for the copy writer to bear in mind as he drafts his text.

So long, of course, as mechanism-minded and production-complexed executives continue to sit in the seats of copy censorship, so long will the copy writer himself have to make his periodic pilgrimages to the marble-fronted Meccas and multi-storied Canterbury of commerce. There'll be no getting around that; for anything less would, in the client's eyes, be gross inattention to the requirements of, to him, the world's most important account.

After all, how can he know that the average seasoned copy writer has made these pilgrimages, heard these product narratives, and scanned these frigidly accurate

This article is a reply to an article appearing in the March 27 issue entitled: "How Much Should a Copy Writer Know About the Product?" Another reply to this article appeared in the April 10 issue under the title: "Get All the Facts—Then Swing the Ax!"

graphs and blueprints so thoroughly and so often that he "gets" the new client's never very noticeable variant on the old themes in "almost no time at all"? And besides—aren't his set-up and his product so "different" that only the most exhaustive study will do them advertising justice?

Product-knowledge, carried to anywhere near the nth degree, in most instances is practically fatal to copy-power.

An internationally known mail-order house, in a behind-closed-doors conference of scrutiny as to the merits of its own catalog copy compared with its rival's, definitely agreed with the dictum of its agency that the rival's notably higher sales-record very closely coincided with a corresponding superiority in copy.

Why? Wherein lay this superiority, reluctantly acknowledged to be wholly a matter of difference between the message-contents of the two houses? It lay in the fact that the rival house's copy-staff had stood off, gotten away from the descriptive and constructive minutiae of its merchandise—and concentrated, instead, on its features of *appeal to the prospective buyer*. Immediately there arose from this attitude a chattiness of style, a humanness of tone, a "breeziness," one might almost say, of writing performance, which gave the inert catalog page the effect of a personal communication. In copy terms, this simply meant a 25 per cent, sometimes even a 50 per cent, addition to the whole book's selling power.

"Knowing the product," as clients and advertisers themselves would interpret the phrase, really means, translated over into copy terms, knowing that product's potential users, and those more obvious advantages of the product, of which said users stand in unexpressed (and usually unadmitted) need.

Any details of technique, mechanics, operation, and so on, related to the product, are unquestionably secondary. For any copy writer deserving of his salt can, at any time, procure these—by a

little of that adroit cross-questioning which, in a copy career, soon becomes second nature.

My one concern, in closing this comment, therefore, takes shape in the futile wish that ten times as many executives and advertisers might read these paragraphs and absorb their import, as copy writers—for to the latter that import is already, and of necessity, "old stuff."

### Changes on "The American Press"

Frank Parker Stockbridge, contributing editor of *The American Press*, New York, has been made editor, following the resignation of Joseph M. Ripley. Mr. Ripley has joined the New York office of Ivy M. Lee.

H. Le B. Bercovici, news editor of *The American Press* for the last two years, has been appointed managing editor. He will be assisted by Albert Zugsmith, Jr.

### Kitchen Clock Account to United Agency

Irving Miller and Company, New York, manufacturers of "Miller Make" Kitchen Clocks, has appointed the United Advertising Agency, New York, to direct their advertising account.

### To Direct Southern New England Telephone Advertising

John G. Miller, for the last year a copy writer with the Southern New England Telephone Company, has been appointed advertising manager of that company.

### Farm Paper and Radio Campaign for Barnsdall Refineries

The Barnsdall Refineries, Inc., Chicago, B-Square gasoline and oils, will start a radio campaign on May 4, using a network of twelve stations. A campaign using farm papers throughout the Middle West is now being placed. This is in addition to the other forms of advertising now being used by this company. Stanley J. Ehlinger, Advertising, Tulsa, Okla., advertising agency, is directing the account.

### Meldrum and Fewsmith, New Advertising Business

Barclay Meldrum and Joseph Fewsmith, who have been partners in The Sweeney & James Company, Cleveland advertising agency, for the last eight years, have resigned as vice-presidents and directors of that agency to start their own advertising business at that city. The name of the new business will be Meldrum and Fewsmith, Inc., with offices in the Leach Building.

March 5, 1930 Liberty



**MORTON'S Iodized Salt** isn't one of those timid salts that hide in the salt cellar during thunderstorms. It pours as freely on rainy days as it does when the weather is fine. That's because it's made with cube-shaped crystals which tumble off one another instead of sticking together like the flake crystals of ordinary salts.

Another great advantage of changing to Morton's Iodized Salt is that it protects your youngsters from simple goiter. In taste, looks and cost it's just the same as the salt you're using now. Try it!

**WHEN IT RAINS**  
*it pours*



IODIZED TO PREVENT GOITER. ALSO PLAIN

FOR several years, Morton's Iodized Salt has been pouring—even when it rains!—at meal-time for the ever-growing Liberty audience. This audience now numbers nearly 2,500,000 modern, active families who have no time to waste on old-fashioned methods at the dinner-table or the reading-table!

**Liberty**  
*and Weekly for Everybody*

**Biggest Newsdealer Sale of Any Magazine!**

# Stop Wasting Money on Consumer Prize Contests!

An "Average Contestant" Tells about the Consumer's Attitude Toward Contests

By Miss Average Contestant

I HAVE in front of me a newspaper clipping which refers to a Miss Mabel Millsbaugh, a stenographer of Anderson, Indiana. Miss Millsbaugh, according to this item "is the world's champion contestant. During the last five years she has captured hundreds of prizes, mostly first prizes, in local and national contests. The champion's winnings now total over \$22,000. Her most famous award was a \$10,000 first prize in the Coca-Cola contest."

The item then gives a list headed: "The First All-America Contest Team" and declares that if these ten contestants should pool their contest abilities they would capture 90 per cent of all national prize awards in this country.

I am told that Miss Millsbaugh submits most of her entries most elaborately prepared. The artistic work involves much time and expense. Few manufacturers who run contests realize that contesting has become a business with hundreds of people throughout the country. Inasmuch as the national advertiser plans his contest to please the general public, rather than a few professional contestants, I am sure he would prefer to give his prizes to the everyday folk who buy his products.

It should be of interest, if not of actual cash value, to advertisers to know something of the average contestant's reaction to the large

national contest. In the ensuing paragraphs I shall bear down rather heavily upon the modifier "average," for it was the use of this adjective in the March 27 issue of PRINTERS' INK, in a con-

tribution entitled: "How Many Prizes for the Prize Contest?" that served to inspire this response.

Contesting has become a national hobby. Some hundreds of thousands of people are constantly on the lookout for contests of every nature. Books have been written by some champion winners on the ways and means of winning. Monthly lists of current contests are published, as well as monthly publications containing contest news of every sort.

contest announcements and results, also explicit, detailed accounts of just how certain big winners went about preparing the entries which won \$10,000 in cash.

Contestants fall into four general classes: The one-timer, who tries for the first time, fails, and consequently thinks all contests are the bunk; the occasional contestant, who tries his luck now and then regardless of whether he may have lost or won previously; the regular, who goes in for everything from puzzles to prize novels, and the professional, who is a "regular," plus. He makes contesting a business, studies it from every angle, and if he is not an artist himself, employs an advertising

**HOW** many advertisers know that a young woman has won \$22,000 in five years in prize contests?

How many advertisers who have run consumer prize contests have heard of the professional contestant?

How many advertisers are aware of the fact that "contesting" has become such a professionalized affair that there is at least one publication devoted entirely to the subject?

Finally, how many advertisers realize that the situation pictured by these questions may be working to the point where the consumer prize contest is likely to breed more ill-will than good-will?

YOU  
CANNOT  
COVER  
CLEVELAND  
WITHOUT THE  
CLEVELAND  
NEWS

**Circulation  
proves it.**

[See A.B.C. reports]

**Lineage  
proves it.**

[See Media Records Inc.]

**THE CLEVELAND NEWS**

George A. McDevitt Co., National Representatives

# The Farmer's Wife

is the only mag-

azine edited

and published

exclusively for

the farm women

in America.

# Eventually...Why not NOW!

(With apologies to Gold Medal Flour)

**L**ITTLE by little, according to the old adage, one comes to the end of everything. By experimenting and testing, analyzing and proving, one finally achieves the reward of persistent trial.

And little by little, that confidence has been strengthened in the great buying power that has lain dormant because of its lack of recognition by national advertisers, with the result that **THE FARMER'S WIFE** has been consistently gaining in its advertising lineage, having more than quadrupled in 12 years.

To proceed little by little is to waste time. The trend has quickened its pace, and it would be well for you to anticipate your final decision. Over 900,000 farm women will know of you through **THE FARMER'S WIFE**.

Since

**EVENTUALLY, WHY NOT NOW!**

## THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Advertising  
Office

1806 Bell Building  
Chicago, Ill.

Eastern Representatives

Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations



artist to make his entry a masterpiece of advertising art.

The professional contestant may be a writer, and a clever one, but regardless of whether he is or not, he banks on the psychology of eye-appeal to shoot his stuff through to the top. He, and the "regular," who uses a cruder and more amateurish type of elaboration, succeed through this method to an amazing extent.

The poor "average contestant," who is the "average consumer" for whose benefit the contest is staged, is beginning to learn how, and by whom, the big prizes are landed. And his discoveries don't please him. Unless something is done about it, the contest advertiser is destined to lose both prestige and money in the not distant future. Prize winning is now in the hands of a limited few, regardless of how diversified the surface of the prize-winning lists may appear both as to locality and name. To be sure, there are exceptions to this general statement.

#### An "Occasional"

In saying that my own earnings from national contests ran well up into four figures for 1929, I run the risk of being classed among the "professionals." However, this is not true. I am an "occasional." I am highly selective in what I do, choosing only those few contests which appeal to me, and never in any case resorting to art work of either an amateurish or professional nature. Though I have done rather well with plain, matter-of-fact written material, I should doubtless have done twice as well by using the professional's methods. Since I am directly in touch with hundreds of contestants of every kind, and indirectly in touch with thousands of others, I believe I am qualified to speak with some authority upon the subject.

There are four things about contests which every advertiser who expects to make money and build good-will should watch with unrelenting care. I shall touch upon these under the following headings: Original announcements,

gradation of prizes, judging, and announcement of final results.

Under *original announcements* come the rules. These should be clear, definite, and unmistakable. They should be followed to the letter by the contestant, and also by the judges, no exception being made in awarding the prizes.

Most contestants prefer a word limit. This is helpful to the writer as well as to the judges, eliminating much unnecessary work on both sides. It is a lamentable fact that many contest judges have been known to go in direct opposition to their own rules, giving prizes for 300 or 400 words when 200 had been plainly set as the limit, or placing awards for one type of answer when a different thing entirely had been asked for. Contestants are green-eyed, and critical. This sort of thing naturally stirs up a backwash of resentment against the advertiser.

As to *gradation of prizes*, we, the "average contestants" would like to know why the tremendous disproportion between the first prize and those which follow. If there is any sound basis for it, we want to be shown. Perhaps the same advertising executive who says, "It is not necessary to have the second prize anywhere near as large as the first," may be able to answer this to our satisfaction.

I am willing to wager my income for the next ten years that there never has been and never will be a national contest of any size or importance in which the first prize is worth twice as much as the second. Indeed, sometimes the decision is so difficult that the first prize gets across the line by a hair's difference in this or that. However, in contest after contest, we find the first prize as much as five times greater than the second.

In your article an executive is quoted as saying: "Even if the smallest prize is only \$5, the *average contestant* figures that if he gets \$5 his time hasn't been wasted." Just how, Mr. Executive, did you arrive at this all-inclusive generalization about the "average contestant" and the value

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of his time? Have you ever been an "average contestant"? Imagine yourself competing in the race for \$10,000, to be awarded for the best piece of copy produced within a given time. Imagine yourself spending hours, days, and weeks in preparation, preparation involving intense reference work, with all its selection and rejection of material, the study, the numberless revisions, and then, when the glorious day arrived bringing you the long-anticipated envelope, imagine yourself pulling out a check for "exactly \$5" instead of for ten thousand! I can picture yourself galloping gleefully around the office, gurgling with delight, telling all the office force that even if it was only \$5 your "time hadn't been wasted."

Advertisers do not realize what a serious thing this contesting is with many people. One thousand dollars to the hard-working office girl, or demure little housewife, may mean the fulfillment of a life-long dream. There are thousands of just "average contestants" who spend hours and days trying to write something that will hit the bull's-eye. They work just as hard as the fellow who succeeds in hitting it, and sometimes much harder.

While I agree with **PRINTERS' INK** that the average contestant is afflicted with a "mental barrier of inferiority" when he faces the magnificent first prize which runs up into several thousand dollars, I do not think the reasoning which follows this line of argument is sound. Many are frightened out of the contest simply because they feel certain of not being able to win the first prize and the others are so insignificant and disproportionate, the drop so sudden and inexplicable, that the "average contestant" considers the other rewards not worth his time and effort. Why buck up against such terrific competition for a mere \$5 or \$10?

True, the response to contests is great, but I venture to predict that it would double itself if the prizes were more fairly graduated. There would then be some justification for optimism, and incentive

for real toil. There should, I admit, be a reasonable number of prizes offered, but that number need not run up into the hundreds. It would be far better to cut it down to one hundred or even fifty, with each prize large enough to serve as tempting bait worth most anyone's serious consideration. If the first prize is \$10,000, I think the smallest should not be less than \$100, with other money offers graded accordingly.

### *A Perfect Prize Scale*

My idea of the perfect prize scale is that used by Planters Nut & Chocolate Company last year. Each individual contest offered but three cash prizes, \$100, \$75 and \$50. What could be fairer or kinder to the contestant? By a just proportion of this kind, a contestant is not made to feel that his contribution is likely to be vastly inferior to that of the first prize winner.

*Judging.* Here the contestant smells a mouse. Where, oh, where do these judges come from? We are often given impressive lists of distinguished persons who are to have the last say in the judgment of our humble efforts. But do these men and women really see the contest entries, or are their names merely loaned, as we suspect, to assure and reassure us that we are to have the superlative of fair dealing?

We sadly shake our heads. It is unthinkable that people who have already attained heights of prominence which indicate unusual intelligence should be guilty of choosing some of the contest material with which they are credited.

It is the mental incompetency and unfitness of the judges for their task which has resulted in so many hideous mistakes in the awarding of major prizes. Thousands of dollars, for instance, have been paid out for slogans which were mere words strung together without rhyme or reason, absolutely devoid of any of the characteristics by which a good slogan is recognized. Is it small wonder that among contestants, the "average judge" is credited with an in-



**KENNETH M. FICKETT**  
Program Director and  
Announcer, Radio Department  
New York



**MARY SCANLAN SPIER**  
Secretary, Radio Department  
New York



**ARTHUR PRYOR, JR.**  
Manager, Radio Programs  
New York

## Audible Advertising

**O**UR EXPERIENCE in radio broadcasting covers five years. We plan, write, rehearse and direct more programs than any other agency.

This radio activity is a service to our clients. It is not offered separately, because we believe that unless an agency is intimately acquainted with an advertiser's entire business, it cannot

- intelligently advise whether broadcasting should be used, or*
- successfully plan a program adapted to the advertiser's special needs.*

Our Radio Bureau, containing 23 people, works with the rest of our organization, which is becoming as familiar with this new art as it is with any of the older forms of advertising.

We buy talent anywhere, just as we buy drawings anywhere. We engage the facilities of the broadcasting stations just as we engage the facilities of the publishers.

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The creative work of writing, rehearsing and directing the following evening programs is all ours—with the three exceptions noted below.

\**Atwater Kent Radio Hour*  
*General Motors Family Party*

\*\**Soconyland Sketches*  
*Blackstone Plantation*  
*Happy Wonder Bakers*

*Atwater Kent Mid-Week Program*  
*The Armstrong Quakers*

*The Raleigh Revue*  
*The Fuller Brush Man Program*

\*\*\**General Electric Hour*

*Johnson & Johnson Musical Melodrama*

In addition to these evening programs we write, rehearse and direct eight periods of morning broadcasts, and a considerable number of spot programs.

\*John T. Adams, vice-president of the Judson Radio Program Corporation, has been associated with us as a program director on this series since it started in 1925.

\*\*The dialogue of this program is written by Henry Fisk Carhon and William Ford Manley and directed by Gerald Stopp in association with our own program directors.

\*\*\*Placed every other week, alternating with another agency. The National Broadcasting Company builds this program. We write the scripts for the programs every other week.



**WILLIAM SPIER**  
Program Director  
Radio Department, New York



**GEORGE J. PODEYN**  
Manager, Radio Promotion  
New York



**HERBERT SANFORD**  
Program Director  
Radio Department, New York

**Batten, Barton, Durstine & Osborn**  
INCORPORATED  
**ADVERTISING**

**383 Madison Avenue, New York**

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building  
PITTSBURGH: Grant Building • MINNEAPOLIS: First National-Soo Line Building

telligence not superior to that of a ten to fourteen year old child? I understand that this is also the judge's opinion of the contestant. Perhaps we are both not without reason for reaching such a conclusion. However, since I have been rather a successful contestant, I trust, for the sake of my own vanity, that the judge's mental deficiencies are slightly exaggerated.

Again, I wish to emphasize the importance of the judging board abiding by the rules laid down for the contestant. These rules should be kept constantly in mind while the process of judging is going on. Judges should not be swayed by the fancy frame in which the letter is mounted, or any other device aimed to divert attention from the real issue.

I am not speaking of the type of contest in which artwork is the deciding factor in awarding prizes, such as puzzle contests of all varieties, contest games and so on. Even in these, the contestant is led to believe that a simple solution, neatly presented, is all that is necessary. Nevertheless, regardless of how correct such answers are, they do not win the big money. The point I wish to stress is this: in a contest which calls for letters, slogans, testimonials and the like, the material received should be judged for its intrinsic value alone, for in all such contests there is never a hint given that anything is required beyond a direct, forceful selling idea. The number of cases in which contests of this type have been won on the pulling power of elaborate and expensive settings is appalling.

How do we find these things out? Certainly not through the advertiser's announcement of results. The winning essay is seldom published and it goes without saying that no mention is ever made of the "gingerbread" for which the judges so guilelessly fell. This information comes through those who cater to the contest fan—now ranking only second to the movie fan in enthusiasm—whose business it is to

get in immediate touch with outstanding winners, who, for a stipulated sum, tell "exactly how they did it." A description of the winning essay, with full details, is then disseminated by means of the regular publications specializing in such matters.

When the hopeful little housewife who had counted so much upon winning a few hundred dollars for her really excellent article on XYZ Baking Powder finds that the big prize has gone to a woman who submitted her letter embroidered on a satin cushion top, she is not only bitterly disappointed, but she feels that she has been cheated by someone who was permitted to beat the game through "extras" that were not even suggested in the contest rules. This sort of thing has become so widespread, that hundreds who would otherwise enter a contest, will not do so because they have neither time nor money to throw away in such a one-sided game.

**Contest Results.** If an advertiser gives a definite time at which contest results will be announced, he should live up to his word. If he has not previously conducted a national contest, he should be most conservative about setting a date because he probably has no conception of the colossal task before him.

And please, Mr. Advertiser, never give a list of "honorable mentions." It places those so named at a disadvantage. Most contestants prefer not to be mentioned at all rather than to be held up as just having missed the mark.

As a final word to the advertiser who wants to make contests pay on a large scale, it is my sincere belief that if you will lay your cards down upon the table so that the public may be convinced that you hold a fair hand for everybody, if you will emphatically state that ornate entries will be thrown out—unless, of course, your contest is of a nature that demands them—you will go far toward gaining the confidence of those people upon whom your success depends.

## You've Got To Admit That This is a *Bit* Unusual! ▲ ▲

**G**ENTLEMEN, *here's* a marvelous opportunity! The exhaustive survey we've just made in Greater Seattle conclusively proves that this unusually prosperous market of One Million Moderns offers an advertising and merchandising opportunity rarely, if ever, presented by a newspaper. ▲ ▲ This consumer-research report of ours please remember, is in no sense a *competitive newspaper* story! Why *should* it be? It proves that the Post-Intelligencer alone delivers *every day* 750,000 family-contact *hours* and 250,000 *hours* of contact with the unattached and transient field. Which is more, by far, than that delivered by *both* Seattle evening papers *combined*. ▲ ▲ Here's a suggestion: If you want to get this amazing story *in full*, call in your secretary *right now* and dictate a letter requesting it. Of all the 85 major markets which have been Knight-surveyed, *none* has shown a condition quite comparable to *this*! ▲ ▲ Ever been in Seattle?

# SEATTLE

# POST-INTelligencer

A MILLION MODERNS IN THIS MARKET!



## Two ways to make money ... in Silk Hosiery

**S**INCE the war the consumption of silk hosiery has increased faster than that of any comparable commodity. Nearly all this growth has taken place in the field of women's full fashioned goods, the output of which has increased over 350% since 1919. Many factors have been responsible for this development—the rise in the standard of living, the shorter skirt, the lower shoe, the demand for special shades and colors and the preference for sheerer and finer fabrics.

Production facilities have, however, increased even faster than demand, so that success in the manufacture of silk hosiery today depends upon the ability to outstrip a vigorous and widespread competition. In accomplishing this there are two courses open to the manufacturer, who may follow either or both with good results.

1. To devote major manufacturing energies to producing the best possible article at the lowest possible cost, and make a selling effort to *servicing* the retail trade with quick deliveries in wanted colors and grades. For since most stockings are so much alike as to be practically a standard commodity, the style element in silk hosiery centers around color, and the retailer buys from hand-to-mouth, giving his preference to the manufacturer who can assume for him the burden of carrying a stock of all colors and grades for immediate delivery.
2. To develop novelties with a style appeal which will give volume. The pointed heel, the picot edge, the dull hue

## THE FAIRCHILD

8 EAST 13th STREET NEW YORK

DAILY NEWS RECORD MEN'S WEAR FAIRCHILD TEXTILE-APPAREL ANALYST  
FAIRCHILD'S INTERNATIONAL (PARIS) RETAILING STYLE SOURCE



stocking and other features have been responsible in recent years for large increases in the business of their sponsors. There is at the present time a definite trend toward crepe, tweed, voile and similar effects in silk stockings, which manufacturers are merchandising to the trade through the pages of WOMEN'S WEAR DAILY.

making a success along either of these lines today trade advertising is of the utmost importance. To the manufacturer who elects to base his success on a merchandise service, trade advertising is, indeed, the prime requisite, for no merchandise service, however efficient, can bring in volume business unless the trade is thoroughly familiar with it and sold on its value to them.

the manufacturer of novelties the essence of success lies in quick attainment of distribution, and in this effective advertising to the trade is, of course, indispensable.

The Fairchild Publications offer a direct means of reaching the retail distributor of hosiery.

WOMEN'S WEAR DAILY, the principal paper of the textile apparel trade, reaches every department store and specialty shop of consequence, with net paid (ABC) circulation of over 100,000 daily.

FAIRCHILD SOURCES, the Fairchild semi-monthly of fabric and fashion, reaches buyers, salespeople and stylists in stores, large and small, in every city in the country. It has the largest circulation of any magazine in its field.

MAN'S WEAR, reaching more clothiers and outfitters than any other publication, is especially important because of the increasing prevalence of women's hosiery departments in stores of this type. In many cities a men's clothing store has proved the largest distributor of a popular brand of women's hosiery.



# FAIRCHILD PUBLICATIONS

NEW YORK, N. Y.

WOMEN'S WEAR DAILY

FAIRCHILD BULLETINS (LONDON-PARIS)

FAIRCHILD TRADE DIRECTORIES

MAN and his clothes (LONDON)



# Must the Buyer of Advertised Goods Beware?

When Advertisers Are Forced to Attack the Claims of Competitors, It Indicates That Something Is Rotten in Advertising

By Joseph Van Gelder

Vice-President, Coyne & Company, Inc.

THE article by S. O. Landry in the April 3 issue of **PRINTERS' INK\*** fringes a subject that deserves wide, open discussion. He states that he is in favor of being "loose" when it comes to making general claims in advertising.

In opposition to Mr. Landry, I am in favor of truth in advertising. While it may be difficult to define truth, we do know it when we meet it. Much of today's advertising is characterized by half-truths, deliberate untruths, casuistries and attempts to mislead the reader. As an advertising man who is also a consumer of goods, there are too many "tricks" in today's advertising to suit me.

I agree with Mr. Landry when he says that statements made by interested parties often have to be discounted. But the querulous and suspicious attitude that I am compelled to adopt in purchasing is not favorable to easy selling. In fact, it is my private opinion that the present slackness in selling is partly a reaction to the continuous use of trickery, unreasonable claims and confusion that have characterized advertising of the last few years.

The consumer should not have to discount advertising claims. He should not have to be "stuck" even once in his honest desire to secure honest value. He should be able to accept at face value the claims of any advertiser. So long as he is unable to do this, truth in advertising is a myth. The fact that the dishonest advertiser may not get the repeat order does not justify dishonesty. Barnum answered that point years ago, and it seems that many advertisers are disciples of Barnum's principle.

The customer is entitled to protection from the too-skilful advertiser. The consumer may be a "sucker" but the law helps to protect the "sucker" in other forms of purchase.

Truthful advertising need not be emasculated advertising, as Mr. Landry implies. Honest statements about a product are as refreshing as they are rare. There is no more reason why I should be the prey of the unscrupulous advertiser in any mercantile line than of the phony stock salesman. The latter can't very easily get into the advertising columns today.

The honest advertiser, scrupulous in his claims, should not suffer from association with the questionable advertiser. Where the line is to be drawn, it is hard to say, but it is not difficult to put one's finger on offenders and offenses.

## Harming All Advertising

Many of the "accepted" usages in advertising copy are seriously open to question. The subtlety with which many thoughts are conveyed into the consumer's mind is a tribute to the skill of copy writers, but not to the method. More than once I have amused myself by going through the pages of magazines and newspapers and picking out the false, questionable and misleading statements appearing therein. I could list in this article instance after instance of "reputable" and disreputable advertisers whose copy can be so classed. In the individual case, the harm may not be great, but in the aggregate all advertising is affected. My own standards might not coincide with those of others, yet the fact remains that casuistry has become a real tool in advertising's bag of tricks.

The last few years have wit-

\*"Sure, Knock Your Competitor's Advertising—But Fight Fair," page 10.

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nessed some bitter arguments in the advertising world. When the tainted testimonial was attacked, who supported it? Yet its use was rife and it was the most conspicuous type of advertising extant at the time. If this device is justifiable, why did not its proponents fight to the finish instead of subsiding to the pressure of decent opinion?

When the National Better Business Bureau asks the pointed question whether any small advertiser could print the type of copy used by a certain large advertiser, surely it is time to question many less flagrant practices.

When manufacturers and retailers are compelled to attack the untruthful claims of competitors, it clearly indicates that something is rotten in advertising. Why should any advertiser be compelled to spend his money to offset unfair practices and untruthful statements? Why should such statements be permitted to appear before the public in the first place?

When censorship and control are discussed in legislative bodies, can we serenely point to the slogan "Truth in Advertising" and relieve ourselves of blame?

Advertising is not an appeal to the consumer's bellicosity. It is not a forum for attack and counter-attack. The effect of this type of advertising on the consumer is not the point to be considered. The fact that such policies are at all necessary is the real question. Mr. Landry and I both agree that the consumer must take with a grain of salt the claims of all advertisers. Shall this suspicion, this wariness of advertising, be deliberately fostered and encouraged by continued looseness in claims, by superlatives, by casuistry, insinuation, innuendo and outright deception? Is it good for business that *caveat emptor* again be its "watch-word"?

#### Again with Houlihan Agency

Maurice Hedin has rejoined the staff of James Houlihan, Inc., Los Angeles advertising agency, as an account executive.

John B. Parsons also has rejoined the Houlihan agency as a copy writer.

#### New Accounts for Tracy-Parry

The George B. Evans Chemical Company, Philadelphia, has appointed the Tracy-Parry Company, Inc., Philadelphia advertising agency, to handle the advertising of Evans Perfumed Depilatory and Nax, a new Evans deodorant. Newspapers and business papers will be used.

The Western Saving Fund Society of Philadelphia has also placed its advertising account with Tracy-Parry. Newspapers are being used.

#### Gray, Ketterer and Hansen Purchase Offset Plant

Leslie M. Gray, Edward Ketterer and William Hansen, owners of Gray, Ketterer & Hansen, Inc., Detroit engraving firm, have purchased the offset department of the former Franklin-Barnes Press & Offset Company, of that city. They will continue the offset business from its present quarters, independent of their engraving business.

#### Utility Association Publishes Advertising Annual

The Public Utilities Advertising Association has published its 1930 Advertising Annual under the name of "Five Hundred Representative Public Utility Advertisements." The book also includes prize awards for the best public utility advertisements of the year.

#### O. E. Hopper with Mine & Smelter Supply Company

O. E. Hopper has been made advertising manager of the Mine & Smelter Supply Company, Denver. He was formerly with the sales department of The Colorado Fuel & Iron Company, of that city.

#### With "Institutional Jobber"

Fritz Neilson, for the last two years with the Earnshaw Sales Company, Newton, Mass., has joined the sales staff of *Institutional Jobber*, New York. His headquarters will be at Chicago.

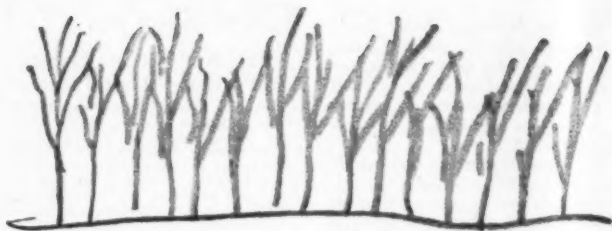
#### Appoints Grey Advertising Service

The Navarre Mercantile Building, New York, has appointed The Grey Advertising Service, Inc., New York, to direct its advertising. Newspapers and business papers will be used.

#### J. B. Rose with "The Outlook"

Julian B. Rose, formerly with the Bryan Davis Publishing Company, Inc., New York, has joined the Eastern advertising staff of *The Outlook*, New York.

# Can't See the Trees



## for the Forest!

**I**T seems sometimes that we in the advertising business are so prolific of ideas that the forest obscures the trees. Let's sit down quietly for a couple of paragraphs and see if we can get back to nature.

The sale and promotion of building products can be made a very complicated procedure or can be boiled down to a few time-proven steps. The natural—and profitable—path of advertising is to go straight down the same road your salesman travels.

### NATIONAL TRADE JOURNALS, INC.

National Trade Journals, Inc., 611 Fifth Ave., N. Y.—*Building Division:* The Architectural Forum; Building Age; Building Material Marketing; National Builders Catalog; Heating and Ventilating; Good Furniture and Decoration.

*Sports Division:*  
Fishing Gazette

Apr. 17, 1930  
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Normally, there are three people upon whom he concentrates—the architect, the contractor and the dealer. These three factors control almost entirely the selection, the use and the distribution of building products.

No manufacturer has succeeded in a large way without them. A properly balanced campaign which makes adequate provision for these three master markets comes as close to a sure thing as any marketing program can. And remember, the Board of Directors has a lot of respect for a sure thing . . . All three markets for \$1,000 per month.

## **The Architectural Forum**

monthly for the architect

## **Building Age**

monthly for the contractor

## **Building Material Marketing**

monthly for the dealer

## **National Builders Catalog**

annually—used daily by the contractor and dealer

1930-31 Building Year

Edition closes May 15th

Send for printed information or a representative

**521 FIFTH AVENUE, NEW YORK CITY**

Sports Division: Sporting Goods Illustrated & Journal; Motor Boat; Outboard Motor Boat. Food Division: Canning Age; Pabst Gazette. Diesel Division: Motorship; Diesel Power. National Canner & Dyer. Specialty Salesman Magazine

# Doing the Unusual in Advertising with Typography

Oddities and Innovations Can Be Secured at Small Cost and with Minimum Ease Once the "Big Idea" Is Found

By W. Livingston Larned

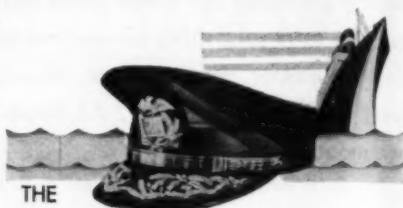
IT would appear almost impossible to arrive at any new ideas in typography, so progressive have advertisers been during the last few years along these lines. That far greater composition range is permitted, with type set in unique forms and at animated angles, is well known. But it is in other directions that the modern advertisement displays typographical originality.

One of the earliest novelties was that devised for a steamship campaign, in which the reading matter, generously spaced, was given an undulating and wave-like form, which seemed to set the entire layout in maritime motion. Just how this was achieved remained a mystery for a considerable period for no typographer could actually produce any such effect without resorting to a "trick."

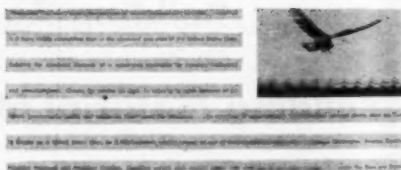
At least one series of this character was the work of an untiring artist who took proofs of the copy, set conventionally, and then cut individual words and letters into tiny parts and pasted them up, over undulating pencil guide lines. But the extra labor involved was certainly well worth while, individualizing the advertising as it most emphatically did. A line plate was then made from the mounted pieces.

Type is also set today in various curved and perspective styles, to conform to a pre-conceived layout idea in which the reading matter joins sympathetically, and this is

easy enough, once the several methods are understood. A block of type, set in straight lines, is placed around a cylinder or mounted on a piece of cardboard which is slightly curved, and a sharp photograph made of it under these circumstances. As in the



THE  
COMMAND  
AND  
CREW



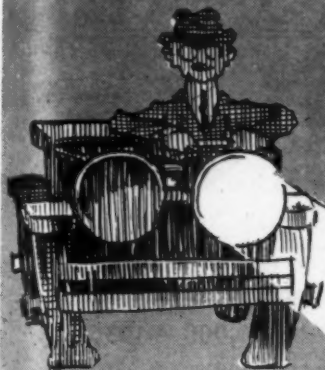
## UNITED STATES LINES

*The United States Lines Have Originated a Highly Distinctive Typographical Plan*

other example, the line plate is then made from the print.

The possibilities in this field of camera-made pictorial type are numerous and interesting, far more so than many persons imagine. Type can be photographed under the most unusual conditions and will be readable, provided the print is sharp—the blacks really black.

When a package or a bottle, featuring labels of a typographical



**No wise motorist ventures out on a dark highway with only ONE headlight!**

*.... Neither does a wise advertiser attempt to COVER a TWO newspaper market with only ONE newspaper*

**Advertisers who know that one newspaper is not enough in Milwaukee**

### **3. STUMPF, Inc.**

This large local advertiser, operating six men's clothing stores in Milwaukee, has used the Wisconsin News exclusively in the evening field for more than four years.

**To Cover Adequately the Two-Newspaper Milwaukee Market...**

**"You Need the News"**

**WISCONSIN NEWS**

**MILWAUKEE**

**"Ask the Boone Man"**

# The AKRONARIA

—The area of  
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by the Times-Press, of Akron, Ohio.



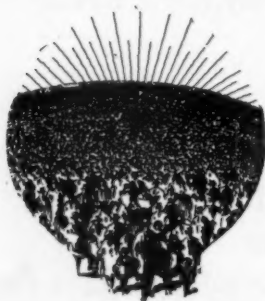
VOL. II, NO. 6

APRIL 17, 1930

THE TIMES-PRESS

## AKRON (POP. 300,000—1930)

**A**KRON is one of the few cities in the nation upon which the census bureau has declined to make an estimate of population. Growth was admittedly



... phenomenal growth

so rapid and phenomenal here that the Washington experts would make no guess.

But, in 1920, when Akron was given a population of 208,000, it had only 31,957 school children enrolled. In January, 1929, this school enrollment

had climbed to 47,661. And figures just released by the Board of Education show

# Akron Times-P

Detroit - Atlanta - Dallas  
San Francisco

NATIONAL ADVERTISING  
of The Scripps

230 Park Avenue, New York City

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS, OF

that there are now 56,647 children in the schools of the city of Akron! An increase of 8,986 since last year, and an increase of 2,484 since the first of January, 1930!

No other Ohio city of Akron's class can show an increase of 25,000 in school enrollment in ten years. The enrollment here far exceeds that in much larger cities, according to the census bureau's ranking.



. . . farm land in 1920

There has been every evidence here that the city has increased in population sensationally. Outlying districts that were farm land in 1920 are now compactly built, and apartment houses in areas not remote from the business districts house an increasing number of people. If we had 208,000 population then, we are not over-confident in predicting Akron, 1930, population 300,000. (Akron Trading Territory, 1930, 400,000.)

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*Akron Is Not in the Cleveland Market—It Stands Alone*

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# er-Press



**A Scripps-  
Howard  
Newspaper**

VER NG DEPARTMENT

Scripps  
York Cl  
OF T

Philadelphia - Buffalo  
Los Angeles

EDITED PRESS, AND OF MEDIA RECORDS, INCORPORATED



character, is to be reproduced, the problem is always faced of securing a facsimile of the small type, legible and clean-cut. It has been the practice for a photograph to be made of the container, while the label is silver-printed, drawn in ink, and then mounted upon the can, bottle or carton. This, of course, to make certain of legibility.

But if the photographer makes two separate negatives from his copy, one for the container, lighted artistically, and one for a sharp, clean reproduction of the typography, the result is far superior—and costs less than the former method. For the camera will reproduce the smallest type satisfactorily if conditions are propitious. Rarely indeed, however, is it possible to accomplish both in the one negative. The label is a very special job in its own right.

The fact that reading matter, in type, may be in color, need not prevent this short-cut to an efficient job. Red and green, and often yellow, reproduce practically black. If, by any chance, there are gray letters, such parts can be re-touched.

The other day, I saw a series of newspaper illustrations in which a bottle was the feature, different as to pose and perspective and size in each composition. The drawings were for line reproduction. One was made, very laboriously, by making a photograph of the bottle, securing a silverprint from this, and then having an artist transform this into a line illustration. The picture occupied the better part of a day in the making, due to the abundance of small, label text.

Then it was pointed out that there was an easier way and one which cut down art costs appreciably. The bottles were photographed, under strong light, for bringing out the typographical labels, first and foremost. These

were cut out, mounted on drawing board, and the other details of the bottle built around them.

A half dozen packages of powdered sugar were to be played up in a three-column newspaper series, the containers, in perspective, sometimes shown on shelves and sometimes merely spotted into the

*If a cigarette is only fire and puff to you,  
you won't care about RALEIGH's protection.*

But if you admit	then you will admit
that 31 fine grades	that such a blend
of excellent tobacco	deserves a protection
can be blended	protection which keeps
by a new process,	each plump cylinder
to make a perfect	perfect—and you
cylinder in which	will understand why
every single puff	'tis in the foreman
tastes identically good	quality cigarette

*It pays to pay  
a little more for  
Raleigh*



W.D. & H.O. WILLS  
BRISTOL & LONDON  
Sole Importers: The American Tobacco Company, New York

*It Would Seem Almost Impossible to Find New  
Typographical Ideas—But Raleigh Has Done It*

compositions attractively.

An artist began work making original drawings of these from photographs, over silverprints. Imagine the labor involved, in going over masses of very small type! It was an endless task and one which could not, even with the utmost care, bring about a wholly satisfactory result.

It did not occur to the artist that a photograph could be made, directly from the containers, in any perspective desired, and that practically all of the box detail would be sharply defined enough for line reproduction. Persuaded to at least experiment a little, with a camera, this was done, and more than three-fourths of the artwork was then and there dispensed with.





# «Couldn't Be Done» BUT . . . It Was!

## Back in

**1923** when the Cincinnati Post began its fight for a new and better government in Cincinnati, "Every one" said that it couldn't be done: that no newspaper could command sufficient influence to accomplish the task.

*But the Post did it!* And today, Cincinnati has the reputation of being the best governed large city in the United States.

The work of the Cincinnati Post! For every other newspaper in Cincinnati was either indifferent or actively hostile to the "reform" government. That editorial job of seven years ago was the forerunner of the forward-thinking editorial job the Cincinnati Post is doing today.

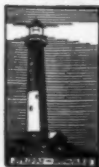
The newspaper that champions change and then sees that change come into being, numbers among its readers the influential, thinking element\* of the city in which it circulates.

And, a people ambitious enough to change a vicious political situation is likewise ambitious enough to want the new radio, automobile, electrical appliances, homes, and other products American industry has to sell. More, the readers of the Cincinnati Post have the buying power to satisfy those wants.

### \*Post Circulation—

1. City and Suburban . . . . . 139,435
2. In the O.K. Market . . . . . 160,000  
(Cincinnati Trading Area)
3. Total Circulation . . . . . 195,062

## The Cincinnati Post



NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-HOWARD NEWSPAPERS, 230 PARK AVE., NEW YORK CITY

MEMBERS OF THE AUDIT BUREAU OF  
CIRCULATIONS . . . OF THE UNITED PRESS  
and of MEDIA RECORDS, INC.

CHICAGO SAN FRANCISCO LOS ANGELES DALLAS  
DETROIT PHILADELPHIA BUFFALO ATLANTA



## The kind of magazine rural readers want

Overwhelmingly the vote is in favor of *The Country Home*—the modern rural magazine that tells how to *live* rather than how to *make* a living.

The 37,876 letters of congratulation received since the appearance of the February issue answer this question conclusively.

The answers come from:

1. Rural Readers
2. County Home Demonstration Agents
3. Advertisers and Advertising Agencies

And the consensus of opinion expressed  
by these 37,876 people has been summed  
up in one letter which says:

*The Country Home sets a new pace in farm  
publishing. It strikes the keynote of modern  
Rural America.*

THE

# Country Home

ESTABLISHED 1877  
AS FARM & FIRESIDE

THE CROWELL PUBLISHING COMPANY  
250 PARK AVENUE, NEW YORK

*Publishers of*

WOMAN'S HOME COMPANION  
THE AMERICAN MAGAZINE  
COLLIER'S, *The National Weekly*  
THE COUNTRY HOME

A  
MAGAZINE  
OF HOME,  
GARDEN AND  
FARM . . . . .

It was only necessary to trim up perspective lines of the packages, and use a little white and black, where there were blurred letters or faulty lines.

Thus a series of "drawings" of packages was arrived at in a few hours which would have required days of drawing in the former way. The saving was appreciable, naturally.

It is understood that where copy is "head on," and contrasts are sharp, this method may apply, but where the subject is in perspective, the assumption appears to be that it can't be done.

You have seen campaigns, such as the one for Luden's cough drops, where, because the illustrations are in exaggerated perspective, the type headlines might well follow the same plan, thereby producing an interesting and unusual composition.

These headlines can be set in bold-face type and the proof held at an angle until the desired perspective is obviously present. The camera will reproduce this perspective exactly, without losing any of the character of the letters. To draw them in perspective would be a thankless responsibility. Why do it, when photography lends a helping, professional hand?

In a recent series for a lighting system, very bold black headlines were a pale gray at the point of contact with the actual light, and grew gradually darker, ending in black, on the opposite side of the display. Thus the typography—and it also included blocks of display reading matter—assisted in pictorially carrying out the light atmosphere.

How was this done? Simply enough. The typography was turned over to a retoucher who sprayed white over it. And from this copy, a drop-out halftone was made. The same results can be achieved, for newspaper stock, by reverse Ben Daying.

"How is it done?" we often inquire of a peculiarly unusual typographical scheme, "it can't be set in any such form as that. Yet it surely is type, all right."

It seems to be forgotten that the artist may so easily be supplied

with headline or body type, in proof form, and then cut it, and mosaic it, into any shape desired, however intricate the pattern or illustrative scheme intended may be.

A series of advertisements for newspaper use contained the novel idea of seeming to be "blown to bits" to one side or the other, as if struck by something. This fitted in with the plan of the series and the illustrative matter.

The typography was changed after it had been given to an artist, as a proof. With scissors, he did all the "action work," being careful, of course, not to make reading too difficult. The individual words and letters were pasted into shape, one at a time. There was no other way in this particular case.

And the final impression was from a line plate of the proof, inserted into the layout.

Not all "superimposed type" jobs are handled in the plate-making, as might be supposed, although this is the conventional method. You may have seen advertising displays in which black type against a light gray background is mingled with sketchy illustrative features, the latter vignetting into and around and beneath the typography.

It could be handled when the plate is made, the engraver supplied with a proof, but many artists prefer to be given a tidy white piece of paper on which is the impression of the black text.

They then spray the gray tint over with an air-brush and make their illustration, with its vignettes, on the same paper, arranging those points which come in contact with the type as suits their fancy. The result is always more artistic, and less mechanical.

In much the same manner, we see white type on black backgrounds, with intricate illustrative effects, also in reverse. An entire campaign of magazine pages was handled in this manner, quickly and successfully, by having sharply black proofs made, on which the illustrative portions were also drawn in black. Then a reverse plate was made by the engraver, and both the typography and the

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We print the Madison  
Square Garden pro-  
grams. Often we do  
not receive copy for  
the lineups until a few  
hours before game  
time. But the programs  
are always on hand  
before the opening  
whistle blows.

OGDEN

PRINTING CO., INC.

209 W. 38th St., New York City

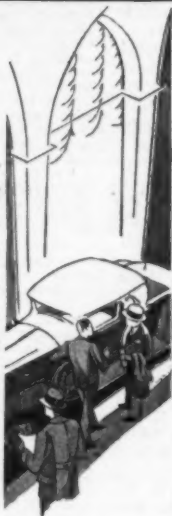
# IN ALL AMERICA .....



**P**HILADELPHIA, of itself, is a great  
 ural market: a city of homes that  
 sume almost a billion dollars' w  
 of merchandise each year; a  
 where such a variety of products  
 manufactured that unusually st  
 employment prevails.

A city that is now in the mid  
 its greatest construction progr  
 a city where a tidewater port  
 extensive rail facilities

## NO SIMILAR MARKET OPPORTUNITY



onomy of distribution. But this additional fact makes Philadelphia an outstanding market for the advertiser: Philadelphia is a metropolitan trading area where one newspaper gives thorough coverage... reaches nearly every home. For thirty-four years, The Evening Bulletin has served Philadelphia. Using care... accuracy; placing a proper emphasis upon news; avoiding scare headlines and sensational display. Seeking readers upon its merit as a fine newspaper—as any fine product would sell—without premium, prize or circulation contest. As a return, Philadelphians have given their confidence to The

Evening Bulletin to an extent that has been unequalled in publishing history.

In this market there are 572,600 individual homes; and the net paid average circulation of The Evening Bulletin is 555,711 copies daily, almost entirely concentrated in this area.

A circulation that means not only coverage, but influence as well, because it has been built solidly and permanently over a long stretch of years entirely upon confidence.

Here is the kind of circulation which produces results for the advertiser,—concentrated in America's third largest market: An opportunity without equal in all America.

## The Evening Bulletin

WILLIAM L. McLEAN, Publisher

CITY HALL  
SQUARE PHILADELPHIA

New York Office: 347 Park Avenue  
Chicago Office: 333 N. Michigan Avenue

Detroit Office: 321 Lafayette Boulevard  
San Francisco Office: 681 Market Street

artist's illustrations appeared as white on black.

The United States Lines have originated a highly distinctive typographical plan, wherein widely spaced lines of text are self-contained in strips of delicate gray. The result is, as might be expected, decidedly unique and distinctive.

This can be handled in several ways. One, and perhaps the most satisfactory, is to pull proofs of type lines on a very dainty gray paper which is then cut in strips and mounted into the entire advertisement. Another method is merely to air-brush the strips of gray. Then again, it is possible to designate the areas of gray and the engraver will bring them out with a flat screen.

When all is said and done, these unique typographical "stunts" are likely to be in the artwork or in the engraving, rather than the typographer's own resourcefulness, although his professional assistance is helpful.

In many instances, the entire layout of the advertisement gains immeasurably by a type arrangement or illustrative plan which is sympathetically adjusted to it, as in the case of the "wave-like" set-up, or the plan of breaking typography up to suggest some dynamic interruption.

### Canada Dry to Introduce Two New Products

Canada Dry Ginger Ale, Inc., is preparing to bring out two new products—a golden ginger ale and a sparkling lime. Advertising, including full-pages in newspapers, will be used to introduce the products within the next month. The labels of the new products will be distinguishable from the Canada Dry label, but each will display the Canada Dry name in possessive form, using the names Canada Dry's Golden Ginger Ale and Canada Dry's Sparkling Lime.

### R. O. Bonnell with Baltimore Bank

Robert O. Bonnell, formerly vice-president of the Industrial Savings & Trust Company, St. Louis, has been made president of the Morris Plan Bank, Baltimore.

### Advanced by Los Angeles "Examiner"

Thayer Ridgway has been appointed classified promotion manager of the Los Angeles *Examiner*. He has been with the display advertising staff.

### New La Palina Campaign Begins

The fact that La Palina cigars are wrapped in selected Java leaf is supplying the advertising motif of the new campaign on that cigar which has been started by the Congress Cigar Company, Philadelphia. Approximately 350 newspapers throughout the country will carry the campaign which, according to the Congress Cigar Company, is the largest campaign in its history. Business papers and radio advertising are also scheduled.

The campaign is making a "reason why" appeal, emphasizing the quality of cigar blend that comes from the imported Java leaf. Following this copy appeal, the illustrations in the advertisements are taking the form of accurate reproductions of the costumes, weapons and statues of Java. This illustrative material has been developed with the co-operation of the New York consul of the Netherlands. Those behind the campaign feel that this new note will attract attention through its freshness of presentation.

This present campaign will run until the end of June. It will be followed by a smaller summer campaign, while in the fall a larger campaign than the present one will be conducted. Advertisements in the spring campaign are appearing once a week.

La Palina advertising is being handled by the Lawrence Fertig Company, Inc., New York advertising agency.

### Dyer-Enzinger Agency Adds to New York Staff

The following additions have been made to the staff of the New York office of the Dyer-Enzinger Company, Inc., advertising agency:

Cecelia V. O'Neill, formerly with Batten, Barton, Durstine & Osborn, Inc., appointed traffic manager; Peter O. Moller, formerly a free-lance artist, has joined the art department; Louis M. Brownell, Jr., formerly with the J. Walter Thompson Company as a traffic executive, has been appointed production manager, and Mrs. Margaret D. Andrews, formerly with the Wales Advertising Company, has joined the research department.

A. J. McGlasson, formerly with the Milwaukee office of the Dyer-Enzinger agency, as an auditor, is now with the New York office in the same capacity.

### Frank Thayer to Enter Publishing Business

Frank Thayer, for the last five years public relations and advertising manager of S. W. Strauss & Company, Chicago investment firm, will resign from that company May 1, to assume active duties as president of the News Advertising Company, publisher of country daily newspapers. He started the publishing organization two years ago, when, with Joel R. Hill, of Kansas City, Mo., he purchased and merged the Creston, Iowa, *Evening News* and the Creston *Advertiser*.

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# K KENTUCKIANA

## THE TYPICAL AMERICAN MARKET

Greater Louisville, the Capital of Kentuckiana, was chosen by the U. S. Department of Commerce as the typical American market for the grocery survey recently completed. This survey was undertaken to refine the methods to be used in the nation-wide census of wholesale and retail distribution in 1930.

It is a logical conclusion and proves true in practice that typical response to both TEST and TESTED advertising campaigns can be expected in Kentuckiana.

Your sales appeals will contact practically every buying unit of this important market at one low cost when presented through

### The Survey Revealed That-

the per capita food purchases in Louisville were \$97.87, while the average for the eleven representative cities surveyed in 1927, was only \$71.92.

## THE COURIER-JOURNAL THE LOUISVILLE TIMES

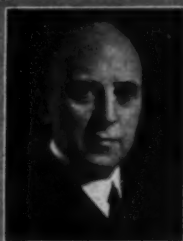
### Members:

100,000 Group of American Cities  
Audit Bureau of Circulations

Represented Nationally by The Beckwith Special Agency



HENRY T. EWALD, CH. of Bd., N.O.A.B.  
CAMPBELL-EWALD CO.



H. K. MCCANN  
H. K. MCCANN COMPANY



L. AMES BROWN  
LODY & THOMAS AND SONS



FRED I. ROSS, TREAS., N.O.A.B.  
F. I. ROSS CO., Inc.



R. P. CLAYBERGER, SEC'Y, N.O.A.B.  
CALKINS & HOLDEN, Inc.



WM. D. MCJUNKIN, V.P., N.O.A.B.  
MCJUNKIN ADVERTISING CO.



GEORGE HARRISON PHELPS  
GEORGE HARRISON PHELPS, Inc.



H. F. GILHOFFER  
V.P. & WESTERN MANAGER, N.O.A.B.

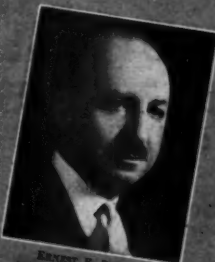
**The Board of Directors**  
of the National Outdoor  
Advertising Bureau  
Inc., are all representa-  
tive Advertising Agents  
men selected from the  
membership.

**National Outdoor Advertising**

New York

Chairman

Secretary



ERNEST E. DALLAS  
JOHNSON-DALLAS COMPANY



A. B. GEYER  
THE GEYER COMPANY



STUART O. LORING  
THE LORING COMPANY



EUGENE MCGUFFEY  
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O. LARSEN  
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W. H. JONES  
WATKINS, BARTON, DUBSTINE & OSBORN



STANLEY HERBER  
J. WALTER THOMPSON CO.



GEORGE C. STEEMAN, PRES. N.O.A.B.  
GEORGE STEEMAN CO., Inc.



STARLING H. BUSER  
WATKINS, BARTON, DUBSTINE & OSBORN



HARRISON ATWOOD  
R. E. MCCANN COMPANY



GILBERT KINNEY  
J. WALTER THOMPSON CO.



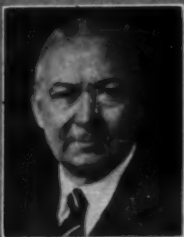
F. T. HOPKINS  
V.P. & GENERAL MANAGER, N.O.A.B.



B. S. GARDNER  
GARDNER ADVERTISING CO., Inc.



EUGENE MCGUCKIN  
BY EUGENE MCGUCKIN



MARION WARNER  
ALCOHOL WARNER CO., Inc.



DON FRANCISCO  
DON FRANCISCO & THOMAS AND LOGAN

# Membership

The National Outdoor Advertising Bureau, Inc., comprises two hundred and thirty-one of the leading Advertising Agencies in the United States.



## Have These 400,000 Families Ever Heard of You?

Were you to discover a new market of 400,000 families, covered 100% by a progressive, growing publication, with not more than 10% duplication by any other medium — what would be your natural reaction? Wouldn't you desire that market included in your sales plans, and insist that the medium with 100% coverage be employed in the interests of effectiveness and economy?

Very well. The market is to be found in the 400,000 substantial, middle class American families living in 12,000 rural small towns who read GRIT almost exclusively. Well established reading habits in the rural small towns shut out publications which appeal primarily to the metropolitan viewpoint. No other publication reaches more than 10% of the families who read GRIT every week.

Our nearest representative will gladly discuss these significant facts and their relation to your own business.



Home Office:  
WILLIAMSPORT, PA.

Advertising Representatives:  
THE JOHN BUDD CO.

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# Playboy or Business Man?

Being a Discussion of the Duties of the Account Executive

By Aesop Glim

**WHAT** is the account executive's job?

Is it the combination of *bootlegging and bootlicking* which Groucho pictures so delightfully? Is it necessary for an account executive to render highly personal services to his clients—buy pedigreed dogs for them, conduct extensive searches for arty ashtrays, get tickets at the last minute for the most popular show, the world series or the prize fight?

Is it this—or something else—or some of each?

I would define the account executive's duties as keeping the client happy and securing his approval on each and every effort—plan, estimate or production job—which the agency makes for the client. That, certainly, calls for no greater degree of bootlegging and bootlicking than is customary in other lines of business. Possibly less. It all depends on the client and the account executive—how much he has on the ball beyond his abilities as a playboy.

In some agencies the account executive also solicits new business from time to time—and then serves the business he secures. In other agencies, all new business effort is centralized in one department or one officer of the company. The latter plan offers both advantages and disadvantages. When the account executive does not have to worry about new business he can devote himself more fully to serving present clients; this is probably the better plan and seems to be the more prevalent at the present time. The only possible objection to such a plan arises out of the fact that the new business man may sell himself to a prospect—to such a degree that the prospect is disappointed when he is turned over to another man who will serve as his account executive. I have seen this plan cause confusion and delay, in a

case where the new business man possessed an unusually pleasing personality, while the account executive was not so prepossessing in appearance, although a far more able advertising man. (However, virtue finally triumphed and the new client came to appreciate the un-handsome account executive.)

The surest way to keep a client happy is to help him increase his sales. This is far more dependable than theater tickets or personal favors. It demands that the account executive shall be primarily a business man with a vision of the relative functions of finance, production, merchandising and advertising. He must know that effective advertising can only be produced in terms of the other three. He must never lose sight of the fact that the true purpose of advertising is to promote sales and *not* to win advertising awards.

Given such a grasp of business principles, the account executive becomes the interpreter of the client's problems and requirements, to the various departments of the agency. Then, in turn, he becomes the mouthpiece of the agency to the client and secures the client's approval of the agency's recommendations and work and the authorization for the expenditures of client's money by the agency.

The qualifications of the ideal account executive would include training and experience in both business practices and advertising. Theoretically, the account executive should have first-hand knowledge of the workings of every department of the agency he represents. If this has been gained by practical experience, he is then in position to make intelligent demands upon each department—on behalf of his clients. He will know what to expect from each department, how long the work should take and approximately what the cost should be. By the

same token, he will be able to make intelligent promises to the client regarding the work each department can and will perform.

In a word, the account executive represents the client to the agency and the agency to the client. He does not become a prima donna to his agency, nor a lone star operator to his client. He represents an organization and the efforts of an organization. He works and speaks as an organization man.

I believe that the tendency today—in the more progressive advertising agencies—is toward greater departmental organization, with greater ability, authority and responsibility vested in the department heads. The account executive is one of several men who determine the plans for the advertising—and the one man wholly responsible for seeing that those plans are carried out. But the responsibility for the execution of the details rests with the department heads for their respective departments and the final say-so on moot points of technique and execution is coming to rest with them.

Such a method of working makes the account executive more truly than ever before the representative of an organization. He is no longer a copy man, or a merchandising man, or an art man—but a business man. And if need still be, a playboy.

\* \* \*

The routine duties of the account executive are indicated by my statement that he is the man to see that all details of the plan are carried out.

First the plan is evolved—out of an analysis of the client's business and advertising requirements. The plan is then taken to the client for his approval. Probably at this same time, estimates of the costs are submitted, together with schedules of proposed insertions. With the basic plan, the estimates and the schedules approved by the client, the account executive issues orders to each department for the work called for by the plan.

The next step is usually to submit copy recommendations and rough layouts (visualizations) to

the client for his approval. Such layouts as are approved are usually done over into more comprehensive (detailed) form and these new layouts are then submitted, together with the copy revised in accordance with the former meeting with the client. The client's approval of these "final" copy and layouts constitutes the agency's authorization to proceed with the production of the artwork and the type setting.

Next, the account executive secures the client's approval of the artwork—then the proof of the complete advertisement.

Inasmuch as every step of this work involves the expenditure of money for which the client is to be billed, it is important that the client's approval of each step be secured and preferably in writing. This is most often done by having the client initial and date each item—plan, estimate, schedule, layout, artwork, copy and proof. In addition, it is advisable that the account executive issue his instructions in writing to each department.

He should confirm by letter to the client the agreements reached with the client in each meeting—and also all important instructions received over the telephone. Such confirmations are usually known as Call Reports. If these reports are promptly made out in triplicate each time—copies being sent to the client and to members of the agency—all misunderstandings are quickly corrected.

One further bit of standard practice is recommended. Whenever, for any reason, any member of the agency's staff other than the account executive sees the client, he should make a report of his visit to the account executive—in writing if the nature of the business warrants. In this way the account executive is kept informed of all details.

For the account executive's job demands an appreciation of the fact that *there is no unimportant detail*. He may be a big business man or the merriest of gigolos. But unless he has one of the world's best secretaries, he must also be a hound for details.

# 232,052

Average Daily Circulation for 6 Months Ending March 31, 1930

**THE GREATEST  
CIRCULATION  
EVER REACHED  
BY ANY DAILY  
NEWSPAPER  
IN THE WEST**

## LOS ANGELES EVENING HERALD

*Representatives*

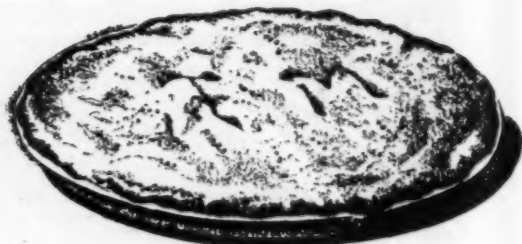
NEW YORK  
HERBERT W. HOLMES  
342 MADISON AVE.

DETROIT  
RAY MILLER  
GEN'L MOTORS BLDG.

CHICAGO  
JOHN H. LEDERER  
236 MADISON

SAN FRANCISCO  
A. J. MORRIS HILL  
HEARST BLDG.

# 'Tis



Of course you remember the story of the old lady who, when asked why she marked all her pies T. M., replied, it was so she could tell them apart. On one kind T. M. meant 'Tis Mince. On all others it meant 'Taint Mince.

To the inexperienced advertiser seeking the Boston market, all Bostonians look alike, and look good. Three million consumers, the fourth largest American market, spending millions of dollars a year for necessities and luxuries, just like the citizens of any other great metropolis.

But Bostonians, while apparently as much alike as the old lady's good pies, are distinctly divided into two groups. Fathered by tradition, heredity and environment, one group of Boston population is as completely separate from the other group. 'Tis Mince is different from 'Taint Mince. This dual group must be understood and separately approached by any advertiser who wishes to sell to the entire Boston market.

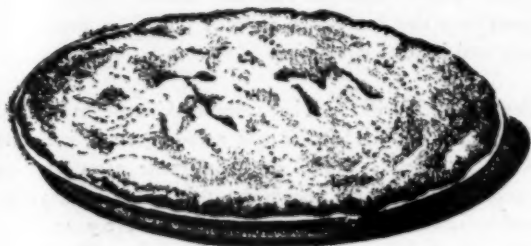
The newspapers of the Hub have long recognized this condition and aligned themselves accordingly. Each serves to

## BOSTON HERALD

Advertiser  
GEORGE A.  
250 Park Ave.  
914 Pe



# 'Taint



who, who group it feels best qualified to serve to the best advantage. The  
 was so s Boston Herald-Traveler has been the champion of one of these  
 's Mine groups for years. So strong is its hold on the confidence and re-  
 spect of its readers that no other Boston paper has been able to  
 n mark nfluence them in the least. For that reason the other three  
 llion co major papers have elected to cater to the other group.  
 g millie Group importance is unmistakably indicated by advertising  
 he citize volume. During 1929, as in preceding years, the Herald-  
 Traveler piled up a total advertising lineage that exceeded any  
 old lady previous record made by any Boston newspaper. Such advertis-  
 thered g leadership indicates that the group served by the Herald-  
 Boston Traveler is more important to the advertiser. This group can  
 group be reached through the Herald-Traveler only. The rest of the  
 group market, can be covered for the most part by one of the other  
 ny adve dailies.

#### Advertising Representative:

GEORGE A. McDEVITT COMPANY  
 230 Park Avenue, New York, N. Y.  
 914 Peoples Gas Building  
 Chicago, Ill.

Foreight years the Herald-Traveler has been  
 first in National Advertising, including all  
 financial, automobile and publication adver-  
 tising among Boston daily papers.



# RD TRAVELER

*Worcester, Massachusetts*

## Over 100,000 Circulation for Over Three Years

On September 30, 1922, the net paid daily circulation of The Telegram-Gazette registered 72,068. Every September 30 statement since then has shown a steady growth in morning, in evening, and in total circulation.

On September 30, 1927, The Telegram-Gazette had passed the 100,000 mark. That this was normal growth, indicative of public satisfaction with Telegram-Gazette news coverage and editorial policies, is shown by the fact that this then "record-breaking" figure has been held in every quarterly period for the past three years. And the trend is still upward!

With an average net paid daily circulation of 105,626, The Telegram-Gazette concentrates 93,926 in the city of Worcester and the average 18-mile suburban radius—a rich, stable, industrial market spending approximately \$224,000,000 a year in the retail stores within this area.

The Emerson B. Knight study of the Worcester city and (average 18-mile radius) suburban market, shows that of all the families in this field who regularly receive a Worcester newspaper in their homes, The Telegram-Gazette maintains EVERYDAY HOME-EFFECTIVE COVERAGE with 85.33%.

The wealthy Worcester market is adequately—and economically—covered by advertising in these newspapers alone. No other Worcester daily has 30% as much circulation.

## THE TELEGRAM-GAZETTE

*Worcester, Massachusetts*

**George F. Booth, Publisher**

**Paul Block, Inc., National Representative**

New York Boston Chicago Detroit Philadelphia San Francisco

## How the American Chain Case Affects Price Maintenance

The Manufacturer of Weed Chains Is Successful in a Legal Move to Compel a Price Cutter to Cease and Desist

**H**OW many manufacturers have faced some such situation as this:

A chain store organization, or perhaps some other large distributor, obtains through subterranean but entirely legitimate channels, a small stock of an advertised brand of merchandise. It advertises this stock at a price that may be even below cost. Consumers who see the advertising are given the advertised brand if they insist upon it. However, every effort is made to sell them a substitute. Incidentally, this substitute is made to simulate more or less closely the appearance of the advertised brand.

Let us translate that general situation into a specific experience:

For some years, the American Chain Company has manufactured and distributed to wholesalers the Weed Tire Chain. This chain is finished in a distinctive style or dress, consisting of gray side chains and bright yellow brass plated cross chains. According to the company, this style of dress has come to be recognized by the public as the distinctive mark of its chain.

The company charged that the Gamble Stores, Inc., which is said to maintain in the neighborhood of one hundred retail stores throughout the Northwestern States, obtained in what it describes as an "abnormal" manner a small supply of Weed chains. These Weed chains, the company declared, were advertised to the public at prices far below the usual price at which they are sold in retail stores in that territory.

Nor is that all. The American Chain Company also declared that the Gamble Stores carried in stock a quantity of tire chains finished in substantially the same style of dress as the Weed chains. These chains were labeled "Tiger."

According to American Chain, the Gamble stores advertised Weed

chains at low prices merely for the purpose of attracting people to its stores. When these customers came in to buy, American Chain charges that the Gamble stores sought to sell them Tiger chains instead of Weed chains.

So American Chain went to court. It asked the court to do two specific things: (1) Prevent the Gamble chain of stores from selling Weed chains at less than regular prices. (2) Compel Gamble to cease and desist from its policy of substitution.

In commenting on the filing of the suit in the United States District Court at Delaware, "Releef-acts," a house magazine published by the Releef Products Company, an organization in the automobile field, said:

"The outcome of this trial will be watched with great interest by thousands of dealers and hundreds of manufacturers, for the ultimate decision may result in an upheaval in the economic structure of retail merchandising.

"It is a foregone conclusion that Weed will obtain relief from unfair business practices if it is proved that the Gamble chain is attempting to sell in an unfair way a chain similar to that put out by Weed, but what the decision will be as to the American Chain Company's step in having Gamble maintain a certain price is a matter of conjecture.

"Peering into the future, it is our prediction that while Weed will obtain relief from unfair competition, they will have difficulty in obtaining legal aid in preventing any company from selling their product at whatever price they wish, provided the offering of their product for sale isn't the basis of, or means for encouraging, aiding or abetting the substitution of another unknown, inferior product."

As this quotation and the pre-

ceding outline of the basic facts of the case indicate, certain points of law were at stake which, if fought through the courts might have led to decisions that would have had a powerful effect on trade practices. As it happens, however, the Gamble Stores decided not to fight the case. Instead, it decided to effect a settlement and a decree was entered by consent of both parties, in which the injunctive relief asked for by American Chain was granted. To be specific, Gamble was "enjoined and restrained" from:

A. Selling Weed Tire Chains at prices less than the current normal retail list prices at which Weed Tire Chains are sold by dealers to the public in territory where defendants maintain their retail stores and from advertising Weed Tire Chains for retail sale to the public at less than such current normal retail list prices;

B. Selling or aiding others in selling anti-skid tire chains having gray side chains and bright yellow or brass plated cross chains except Weed Tire Chains made by the plaintiff, and from selling cross chains brass plated or finished in bright yellow except Weed Cross Chains made by plaintiff, provided, however, that nothing contained in this paragraph B shall prohibit or apply to the sale by the defendants, or either of them, of any anti-skid tire chains or cross chains which the defendants, or either of them, have in their possession at the date of this decree;

C. Selling to customers as Weed Tire Chains, Tiger Chains or other tire chains made and/or sold by defendants;

D. Advertising or displaying Weed Tire Chains as an inducement to the public to purchase Weed Tire Chains from defendants and inducing or causing such customers to accept in place thereof other makes of tire chains including Tiger Chains having gray side members and brass plated cross chains.

However—and this is a mighty big "however"—all this, while seemingly terribly exciting and encouraging so far as manufacturers with branded merchandise are concerned, is hardly to be taken to mean that now, once and for all and forever, the dastardly price-cutter and the substituter are bound hand and foot. *Whether the court would have compelled the Gamble stores to abide by these terms had that chain of*

*stores elected to fight the matter through—that is a totally different matter.*

The attorney for American Chain brings out this point in the following comment: "The legal principles involved in this case were, of course, extremely interesting and important and in many ways I regret that the case was not carried on to trial and court decision on the merits."

In bringing up these points, PRINTERS' INK is not taking sides in this legal dispute. The sole object is to convince manufacturers who may be inclined to cheer the outcome of this case as a complete victory for everything for which they have ever fought that, actually, it probably sets no legal precedence of any importance. The resale price maintenance situation still remains precisely where it was before, so far as the body of law on the subject is concerned. The American Chain-Gamble case furnishes an opportunity for interesting speculation as to what might have happened if the case had been fought through. Inasmuch as it was not, it ought not to be used as the basis for making any changes in advertising or selling policies.

### Arthur Capper on Farm Publishers Program

Arthur Capper, United States Senator from Kansas, will deliver the opening address at the meeting of the Agricultural Publishers Association to be held in conjunction with the convention of the Advertising Federation of America at Washington, D. C., on May 20. Other speakers on the program are: W. L. Austin, chief statistician for agriculture, Bureau of the Census, U. S. Department of Commerce, who will talk on "The 1930 Agricultural Census"; Walfred E. Boberg, advertising manager, *The Farmer and Farm Stock & Home*, whose topic will be "Maintaining Copy Standards in Farm Papers"; and William C. Allen, publisher, *Dakota Farmer*, who will discuss "Getting the Most from Association Membership."

### Paper Account to Moore Agency

The Nekeosa-Edwards Paper Company, Port Edwards, Wis., has appointed The Moore Advertising Agency, Chicago, to direct its advertising account. Business papers and direct mail are being used.

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## FEEDING HUNGRY MOUTHS

Women of the Oakland Market, in planning and selecting their meals, daily turn to the columns of the **TRIBUNE**.

Proof of their good judgment and of their high purchasing power is shown by the fact that the **TRIBUNE**, in 1929, carried more lines of local food advertising than any other newspaper on the entire Pacific Coast. Of the 28 leading Western newspapers, the **TRIBUNE** was the only one carrying more than a million lines in this classification.

The total local and national food lineage of the **TRIBUNE** in 1929 was 1,504,130.

### Oakland Tribune

OAKLAND, CALIFORNIA

(Member A.B.C.; the 100,000 Group of American Cities)

*National Representatives*

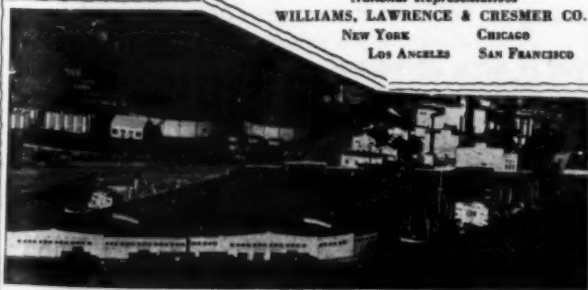
**WILLIAMS, LAWRENCE & CRESMER CO.**

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO



## SPEAKING OF NET PROFITS

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# 1930 TAKES STYLE FOR GRANTED

*Have You Found a  
New Sales Margin?*

It's not safe today to base your competitive selling appeal on style—people expect that. Sales advantages lie in difference—not similarity—and style is now universal.

Whole industries have reached approximate style parity. Stylists and forecasting departments—introduced partly as a selling gesture—now are a regular part of production overhead.

Informed by magazines, newspapers, movies and radio, the public knows its fashions and assumes that any reputable store will have them.

The public is right: 89% of department store markdowns on women's wear are made for reasons other than style or pattern.

Unheralded, often unrecognized, the change has already taken place in some businesses. Others will reach the turning point in the very near future. Which businesses? How soon? What new selling weapons must be added to style?

Forward-looking firms in style and semi-style lines will find us ready with the answers, the reasons and the resources to put them into profitable action.

*With nation-wide facilities for market study, this organization enables advertisers to build better sales on the figure-facts of business.*

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[11]

**FRANK PRESBREY COMPANY**

ADVERTISING...WICKersham 8200

247 PARK AVENUE NEW YORK

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## Even Executives Have FAMILIES

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The best yardstick of a Twentieth Century Family's prosperity and influence is the husband's business standing. Among TIME's subscribers, 9 out of 10 are "distinctly of executive or professional standing" . . . TIME's 300,000 families constitute a peculiarly modern-minded, progressive group. . . in themselves a major market for every type of high-grade home product.



TIME's new 1930 "Red Book" tells how this 300,000 circulation was obtained, how renewed . . . tells also about women's TIME-enthusiasm, about TIME's unparalleled cover-to-cover readership among both men and women.

Shrewd business men use TIME to reach the whole adult family, knowing that women are very nearly as enthusiastic about TIME as are men. They know, too, that TIME's 300,000 circulation is the biggest strictly quality coverage any U. S. magazine ever obtained.

If you want TIME's 1930 "Red Book," write  
O. D. Keep, Promotion Manager, TIME, Inc.,  
205 E. 42nd St., New York City.

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# TIME

*The Weekly Newsmagazine*

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THE BIGGEST STRICTLY QUALITY COVERAGE

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# Unpersonalized Circular Letters Bring Better Results

It Is What You Say That Counts, Not How a Letter Is Addressed

By Ed Thompson

Manager, Philadelphia Branch, A. B. Dick Company

I WAS very much interested in PRINTERS' INK's reply to a letter from The Toledo Metal Furniture Company, Toledo, Ohio, on page 137 of the issue of March 20, 1930.

What was said on the question of "When to Personalize Sales Letters" coincides very largely with our own experience and the experiences of other business concerns which have been called to my attention.

About a year ago I read an article in some publication, perhaps it was PRINTERS' INK, in which the author told of making a test with 2,000 names selected at random from his mailing list. The list was divided into four groups of 500 names each. To one group was mailed a processed letter with prospect's name and address filled in and signed by hand. To another group the same letter was mailed, filled in in the same way, but signed with a facsimile signature. To another group was mailed the same letter, filled in in the same way, but unsigned—only the company name at the bottom in typewriter type. To the last group the same letter was mailed with a brief heading, summing up the gist of the letter, taking the place of a fill-in. It also bore no signature except the company name in typewriter type.

Each group of letters was keyed and a record kept of the replies received. The last mentioned group of letters brought more replies than either of the first three groups; the third group brought the second largest number of replies; the second group, the third largest number; and the first group, least of all. I do not recall the number of replies received from each group of names.

The author of that article drew

the conclusion that the last mentioned group of letters pulled more replies because no effort was made to lead the prospect to believe that he was receiving a personal letter, but that instead they went out openly and frankly to either stand or fall on the message they conveyed, and how that message was expressed.

I have made many similar tests with circular letters and have invariably found that unpersonalized circular letters bring better results than those at which an attempt has been made to personalize. Perhaps it might flatter the recipient of the letter to some extent to see his name typed at the beginning of the letter, but generally speaking I have my doubts about that. The practice has become too common. But even though it does flatter him, that does not necessarily mean that such flattery is going to influence him to purchase the product or service which you are offering for sale.

More important than seeing his name in print (if that means anything at all any more) is a heading giving in a few words the heart of what the letter has to say. If the heading interests him, the chances are good that he is going to read the rest of the letter and absorb the sales talk. If it does not interest him—if the product or service is one which does not apply to his particular needs, it wouldn't do any good if he were to read the letter a dozen times.

What PRINTERS' INK had to say about individualizing letters is, according to my own experience, very pertinent. In many instances the use of line drawings which fit in with the subject matter of the letter lends itself admirably to this purpose, and a great variety of dignified layouts is quite

possible with illustrative letters.

Fully 99 per cent of all business men know, before finishing the first sentence, whether the letters they read are circular letters or personal letters. Any attempt to fool them is not only futile but unwise. Whether circular letters are individually typed or processed and filled in does not interest modern

business men to any great extent.

A good rule for letter writers is to first be sure that they have a worth-while message about their product or service, that their message is expressed in clear, concise, understandable language and that their letters are neat, attractive, individual—and different at least in that they are easy to read.

## What Groucho Says

Why Doesn't He Like His Clients?

**W**HY can't I like my clients?

I do. Do you mean I should think each one is a god and worship him? If you mean that, you're blamed near the truth. It's too much like that for the client's good, anyhow. He's got the dough and we bow down to the dough.

There's a modern technique in agencies that's very effective. Helps us to worship a client if we treat 'em rough a bit. Makes 'em feel the worship of such particular men is worth while. It's a kind of high-hat type of treating 'em rough. We know they're good 'cause they've got the dough. We show 'em we're good by throwing out our chests and making profound wise cracks.

Myers came in the day before yesterday. He had an idea, peach of an idea. Myers is my mail-order client. Had a scheme to cull worthless names out of his list at low cost. He had it worked out in detail. I saw in a jiff that it was perfect. Did I say so in a jiff? Not I! I looked wise and hummed a bit.

In fact, I was a bit sore that Myers invented the idea instead of me. Been used to doing Myers' thinking for him. Just felt, "What right has that guy got to pull a good one of his own?"

Had to horn in with a perfectly useless trimming or two of mine before I would graciously grant that Myers had a big idea. Discovered that while Myers just ate up my dope I liked him, but when he showed signs of original stuff I began to hate him.

Why can't I like my clients? Mebbe I'm not big enough. Took

me three days to get over hating Myers for something I ought to like him for. But then there are plenty of other fellows who, like me, hate to see a guy smarter'n themselves?

You say I'm always beefing about Biddle. Why don't I like him? There you've got me again.

I do like him because he's so dependent, and his funny fancies are good as a show—and most of all, I guess, because he lets me make good profits from him.

Then there's Agar, who knows all about his own business, sees everything that goes on in the world, keeps his feet on the ground, uses his head and makes oodles of dough. Do I like him? I never asked myself that question, never once. Reason is that I am so much more interested in ways and means to make him like me. He's one lad I never try to high hat in any of the thousand ways which every agent knows.

An agency man once told me that he had one client for several years, then lost him. He hadn't seen the client for years when he met him on a around the world cruise. Palled with him all the way. They became regular buddies. Agency man said he learned for the first time what kind of a guy his friend was, although he had been an intimate client for eight years some time past. On this trip, neither one expected to ever make a nickel out of the other. They could both be natural.

Guess that's about the only way you can ever learn whether you like your clients or not.

GROUCHO.

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## ROY WALKER

returns this week to NATION'S  
BUSINESS, as Special Color  
Representative, with headquarters  
at 850 Graybar Building, New York.

Mr. Walker was formerly with  
NATION'S BUSINESS in Detroit  
and more recently with the Curtis  
Publications.

**NATION'S BUSINESS**  
**WASHINGTON**



## Changes in Grigsby-Grunow Company

B. J. Grigsby, formerly president of the Grigsby-Grunow Company, Chicago, has been made chairman of the board of directors. W. C. Grunow, formerly vice-president and treasurer, was elected president.

Herbert E. Young, formerly general sales manager, was made vice-president in charge of sales. Duane Wanamaker, formerly director of sales promotion and advertising, was made vice-president in charge of advertising.

H. E. Kranz was made vice-president in charge of engineering and A. C. Winnan, vice-president in charge of purchases. J. T. Overlock was elected vice-president and treasurer and R. R. Trimarco, formerly assistant secretary-treasurer, was made secretary.

## Packard Electric Promotions

B. N. MacGregor, formerly sales manager in direct charge of all divisions of the Packard Electric Company, Warren, Ohio, has been advanced to the position of general sales manager. H. C. Mohr has been made advertising manager.

R. J. Montgomery, formerly in the Chicago district, has been made sales promotion manager with headquarters at Warren.

J. S. Francis, formerly in the Cleveland territory, has been made sales manager of the jobbing division at Warren. Gordon S. Carr has been appointed sales manager of the manufacturer's division.

Francis A. Nealon, formerly with the Cleveland district office, has been made supervisor of dealer contact.

## Appoints Larchar-Horton Agency

The Bostich Sales Company, selling organization of the Boston Wire Stitcher Company, East Greenwich, R. I., has appointed the Larchar-Horton Company, Providence, R. I., advertising agency, to direct its advertising account. The Boston Wire Stitcher Company manufactures wire stitchers, including tackers, motor power staplers, hammers and other devices for wire fastening.

## Rubberset Account to United Agency

The Rubber and Celluloid Products Company, Newark, N. J., Rubberset shaving and paint brushes, has appointed the United Advertising Agency, New York, to direct its advertising account.

## E. F. Millard to Direct Canadian Ford Advertising

Ellis F. Millard has been appointed advertising manager of the Ford Motor Company of Canada, Ltd. He has been with the company since 1919.

## "Dry Goods Economist" to Become a Monthly

Effective with a July issue, the *Dry Goods Economist*, published weekly by the United Business Publishers, Inc., New York, will become a monthly publication. With this issue the subscriptions of the present *Economist* and the *National Dry Goods Reporter* will be combined. The new size will be nine by twelve inches trimmed with a type size of seven by ten inches.

With reference to the editorial appeal of the new *Economist*, the publishers state that "recognizing the definite developments in merchandising and retailing as applied to the department and dry goods store field as one of the vital functions of the present age, the new *Economist* will concentrate upon fundamental problems and principles in modern distribution. It will point the way to better methods and sound policies but particularly will present information upon which advanced timing of merchandising distribution is accomplished."

Harland J. Wright, for several years general manager of the *National Dry Goods Reporter*, will become vice-president and general manager of the new *Economist*. Ernest C. Hastings, at present editor-in-chief, will continue in that capacity. James H. Gardner, Boston representative, has been made Eastern director. C. J. Potter will be Southern director with headquarters at New York and W. J. McDonough, Western director with offices in Chicago.

## Hopper Directs Promotion for Three Hearst Papers

Lester Hopper has been appointed director of promotion for the following Hearst morning papers on the Pacific Coast: the *Los Angeles Examiner*, the *San Francisco Examiner*, and the *Seattle Post-Intelligencer*. In a previous issue it was incorrectly reported that he headed promotion for all the Hearst newspapers on the Pacific Coast. Mr. Hopper's new duties are confined solely to Hearst morning papers. He continues as promotion manager of the *Los Angeles Examiner*, and will have his headquarters in that city.

## R. B. Dibble to Join L. Bamberger & Company

Ralph B. Dibble, owner of the Boston advertising agency which bears his name, has been appointed advertising manager of the upstairs store of L. Bamberger & Company, Newark, N. J., effective April 21. He plans to discontinue his agency business.

## To Represent Leo H. Fuller, Inc., in Philadelphia

William F. Sickel, formerly Eastern representative for the Jean Berte color process, has joined the sales staff of Leo H. Fuller, Inc., New York, manufacturer of window displays. He will be a special Philadelphia representative, with offices at that city.

AMERICAN CAN...  
WILL COST \$...  
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AMERICAN CAN COMPANY'S ADDITION  
WILL COST \$1,250,000; A. W. QUIST & CO.  
TO HANDLE HUGE BUILDING PROJECT  
(Concrete Pier 600 Feet in Length With Two-  
Three-Story Superstructure Planned  
for Waterfront)

FORD TO BUILD  
\$3,000,000 PLANT  
ACQUIRED SEATTLE CITY  
Thirty-Acre Tract in South  
East Purchased; Plant  
To Be Ready  
1931

PLACING OF  
\$15,000,000  
IN INDUSTRY  
UNDER WA-  
SHINGTON  
NEW 18-STORY  
BUILDING FOR  
FIFTH AVENUE  
\$150,000 Tower Construction  
PAYROLL FIGURES  
SHOW HEAVY GAIN

SEATTLE HOLDS HIGH PLACE  
IN U. S. BUILDING ACTIVITY  
NEW STORE IS  
TO BE RUSHED  
THREE APARTMENTS  
VILLAGE  
LUMBER ORDERS  
AND PRODUCTION  
BOTH INCREASE  
Gradual Gain in Heavy Division  
All Lines of Industry  
Prosperous Report of

PROMOTERS NOW  
PLAN \$2,000,000  
LIGHT BUILDING  
By Geo. H. H. H.  
General  
Tower Co.  
at \$250,000

FACTORY OF 100  
EMPLOYEES, AREA  
OF NEW CONCERN  
Extensive Expansion  
of New  
Factory  
\$75,000 FACTORY  
AWARD PLACES

GIPSUM PLANT  
PLANS \$150,000  
IMPROVING  
AWARD PLACES

PROMOTERS NOW  
PLAN \$2,000,000  
LIGHT BUILDING  
De Cost, Morrison and Fox  
Independently Reported

LUMBER SALES  
SET NEW MARK  
FOR TEN WEEKS  
NEW BUILDING PLANNED  
Broadway & Second St.

BUILDING HERE  
LEADS NATION,  
MISSOURI TOLD  
\$3,000,000 EDUCATIONAL  
INSTITUTE PLANNED HERE

SEATTLE GETS  
3 MORE PLANTS  
FOR INDUSTRY  
Can Company,  
Iron and Gravel  
Simmons Prod-  
ucts Co.

# SEATTLE

## is building for BIG BUSINESS

**B**IG Business is justified in keeping its eyes upon Seattle, for the North Pacific metropolis which has doubled its trade and its population in the last ten years stood ninth among the cities of the entire United States in volume of building construction recorded for February. In January, Seattle was outranked only by New York, Chicago and Los Angeles!

Immediately ahead, there are tremendous sales possibilities for advertisers who intelligently cultivate Seattle and the greater Seattle market.

In 1929, advertisers used more lineage in The Seattle Times than in the Post-Intelligencer (Hearst) and the Star (Scripps) combined; and The Times led the Hearst paper in net paid lineage by more than seven million, three hundred and fifty thousand lines.

## The Seattle Times

National Representatives

**O'MARA & ORMSBEE, Inc.**

New York      Detroit      Chicago  
San Francisco      Los Angeles



20 Tons  
of Sugar Beets to the Acre

### WASHINGTON IDAHO-OREGON

#### PRODUCE

1/3	NATION'S APPLES
1/7	NATION'S WOOL
1/8	NATION'S SHEEP
1/10	NATION'S WHEAT
1/12	NATION'S POTATOES
1/12	NATION'S CONDENSED MILK

\$86,000,000 Dairy Products

\$58,000,000 Poultry-Eggs

\$225,000,000 Live Stock



COWLES PUBLICATIONS

# OVER 20 RO

## Contribute

### Pacific Northwest

#### 41% Greater Production



Peaches are one of the Many Fruits  
that thrive in the Pacific Northwest



Hay Brought Pacific Northwest Farmers  
\$ 94,163,000, in 1929

Thoroughly Cover This Hay  
ONE ORDER, ONE RATE

## THE PACIFIC NORTH

THE WASHINGTON FARMER THE IDAHO FARMER  
Reach 7 out of every 10 Farmers

General Offices: Spokane, Wash.

Advertising Representatives: Associated Press

# 20 PRODUCTS

farm Wealth of  
Making Incomes  
er the Nation's Average.



Spinach in Wasco County, Oregon.

Diversification brings dollars to the Pacific Northwest.

Over 200 different products contribute to the national wealth, of this section, including all major cereals, alfalfa, clover, timothy, scores of fruits such as peaches and apricots, scores of vegetables such as lettuce and peas; turkeys and other poultry, mutton and other meats, cheese and other dairy products, honey, hops, sugar beets, mint, cranberries!

Prices for a few products may lessen, but the incomes of this favored area remain at a high level. Diversification is one reason why the farm income of Washington, Idaho and Oregon for the 5-year period 1924-1928 averaged 41% above the nation's farm average, and was even higher in 1929!

The many interests arising from diversified farming in the Pacific Northwest are dealt with accurately, comprehensively and at close range by the Washington Farmer, The Idaho Farmer and the Oregon Farmer. These influential state publications insure the advertiser an attentive hearing by out of every 10 farm households in their area, their combined circulation of over 110,000 copies 85% UN duplicated by any other single paper or magazine.

## WASHINGTON IDAHO-OREGON

### YIELD

32%	MORE POTATOES PER ACRE
52%	MORE WHEAT PER ACRE
53%	MORE HAY PER ACRE
65%	MORE BERRIES PER ACRE
134%	MORE VEGETABLES PER ACRE
200%	MORE APPLES PER ACRE
33%	MORE MILK PER COW
25%	MORE EGGS PER HEN

THAN NATION AS  
A WHOLE



The Spokane Country — 101,733 urban families. The Spokesman-Review and Spokane Chronicle, circulation 93,000 (86% UN duplicated.)

ated Farm Field With  
ONE MEDIUM  
**BEST FARM TRIO**  
THE OREGON FARMER  
fruitgrowers in their States  
Offices: Seattle, Portland, Boise  
New York, Chicago, San Francisco



## WATCHING MARKETS?

**A**MONG those who watch markets closely, 1930 has created many different impressions. For example:

Several manufacturers of products selling to both the general and industrial markets report gains in sales to *industry*.

Reports from manufacturers selling to single-industry markets differ widely—since they are entirely dependent on conditions peculiar to their industry.

But those whose products sell to the broad manufacturing market are finding that temporary caution in a few industries has been *more than offset by increased buying activity* in others preparing for future production demands. As a result *the broad manufacturing market is going strong!*

In selling to the broad manufacturing market it is obviously important that you place your selling message before the heads of *production and maintenance* staffs in plants of all industries.

Through *Factory and Industrial Management* your sales story reaches men primarily concerned with plant and production management.

Through *Industrial Engineering* you reach the responsible heads of plant maintenance engineering organizations.

A. B. C.

A. B. P.

Published in Chicago, by McGRAW-HILL PUBLISHING CO., INC.

**ECONOMICAL COVERAGE OF PROGRESSIVE  
MANUFACTURING PLANTS IN ALL INDUSTRIES**



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# Eight "Yardsticks" Applied to Sunkist Advertising

Efficiency as Measured by Investment, Circulation, Impressions, Continuity, Inquiries, Strategy, Appearance and Sales

IN PRINTERS' INK MONTHLY for December, 1929, Duane D. Jones described a method for measuring the efficiency of an advertising campaign—a method that employed eight "yardsticks": (1) advertising investment; (2) circulation; (3) impressions—meaning the number of printed advertisements used; (4) continuity; (5) inquiries; (6) strategy; (7) appearance; and (8) sales.

Now we consider a specific application of Mr. Jones' "yardsticks" to an actual campaign—in fact, to five years of advertising. The application is described in a printed report just issued by W. B. Geissinger, advertising manager of the California Fruit Growers Exchange, covering the 1929-30 advertising and merchandising campaign for Sunkist products.

In a prolog, Mr. Geissinger sketches the background thus:

"One of the primary objectives of Sunkist advertising is to bring better returns for the citrus crop of the current season and at the same time increase consumption and widen distribution, so that the expanding production of future years may be moved into consumption without a lowering of price levels. With the cumulative value of twenty-two years of national advertising and merchandising effort behind Exchange fruit, Sunkist enjoys an enviable position with both consumer and trade.

"Co-operative marketing—systematic distribution—and advertising have been acknowledged the fundamental factors in the success of the California citrus industry. The California Fruit Growers Exchange is responsible for the inauguration of all three of these phases. . .

"Last season's crop was a severe test of the consumptive possibilities of the American market, both from the standpoint of the tremendous overproduction of Cali-

fornia and Florida and also because of the extremely small sizes that had to be marketed. With a per capita increase of approximately one dozen and a half oranges over the previous high of fifty-four oranges five years ago, it would appear that the extent of the appetite of the consumers of this country for citrus fruits is as yet an unknown quantity to us.

## Keeping Advertising and Selling Flexible

"Each season presents its new problems and opportunities. Last year's selling and advertising strategies are entirely divergent in comparison with those of the 1929-30 season. It is necessary to keep both the selling and advertising programs of each season flexible enough to meet unexpected conditions—and yet closely following the primary objectives that years of precedent have established as the soundest. . . ."

Applying the "yardsticks," the report proceeds, starting with advertising investment:

"We find there was an increase in this investment of approximately 179 per cent. This may be expressed in another way by saying that this was the amount of 'steam' that was put into the boiler of the engine—and the next problem is to see whether circulation, impressions, continuity and inquiries have kept pace with this investment.

"We find that circulation virtually parallels advertising investment. This should logically be expected, because the Exchange generally confines its advertising to the same media from one year to another, except where new media are adapted to special current advertising appeals, such as the fiction magazines for hair-rinse copy. . . ."

Next, a paragraph that, among advertising men, might invoke debate:

"However, in reviewing the next 'yardstick'—impressions, or the number of separate advertisements run per year in the campaign—it is found that at the end of the five-year period there is over 625 per cent increase; which means that the Sunkist advertising dollar bought three and one-half times as many separate advertisements in 1929 as it did in 1924. Thus, through a more judicious use of space, and economy in the use of more one- and two-color advertisements and less four-color, millions of extra 'salesmen in print' were sent out by the advertising department, thereby bringing about a great increase in efficiency."

Therein the debatable point, of course, is the truth, or otherwise, of the premise that an advertisement in one color or in two colors and an advertisement in four colors may be compared as if they were like things in all respects, including their powers to attract attention and sell oranges. However, to proceed with the five-year examination of advertising:

"The fourth 'yardstick,' continuity, means the frequency with which each Sunkist advertisement runs in any given medium. It has been stated before that advertising is like driving a nail—it is not driven home with one blow, but rather with a succession of blows. Continuity means the number of continuous Sunkist messages that appear in each medium. In studying this curve" (which is set forth on an accompanying chart) "it is found that at the end of 1929 there was approximately a 370 per cent increase in continuity. Thus, the Sunkist advertising dollar was much more efficient at the end of 1929, with respect to this factor, than it was at the end of 1924."

The fifth "yardstick" is the cost of inquiries, a factor admittedly not all-conclusive; but, says the report, comparative costs of inquiries are "straws that show which way the trade winds blow." To proceed:

"During 1924, the average cost per inquiry was \$3.70. This low cost at that time was chiefly caused by the fact that no expensive offers were made, such as Junior Extrac-

tors, etc., that naturally have a tendency to increase inquiry costs. In 1925 the cost per inquiry jumped to \$6.70, in 1926 to \$7.82."

In 1927, however, the cost dropped to \$4.30 and in 1928-29 to \$4, a decrease especially remarkable in view of the fact that the season's campaign included a kind of advertising that would have tended to raise the average—full-color pages in which consumers were urged to send \$14.95 for the Sunkist Junior Electric Extractor. Inquiries on this particular copy—which included no coupon—ran as high as \$40 each. Contrasted with that figure, however, the inquiry cost on lemon-rinse and acidosis copy ran as low as \$2. Thus, the general average came down.

Of the sixth "yardstick"—strategy—the report points out that so intangible a quantity scarcely can be charted, "but is quite apparent to everyone familiar with the campaign."

#### *New Markets Each Year*

"Each year," the report proceeds, "Sunkist adds new markets for its fruits through the development of selective health appeals and campaign strategies, such as vitamins, child feeding, acidosis, and the many other appeals that have been and are being used in the advertising. Sunkist is conspicuous among food accounts for the aggressive and progressive work it has done in that respect. The value of the work lies in the fact that the per capita consumption of oranges has increased from fifty-four in 1923-24 to 70 in 1929. Today, as a result of the appetite and health appeals used in Sunkist advertising, the popular belief is that 'America starts the day right with a glass of orange juice or lemonade.'"

The seventh "yardstick"—appearance—is a matter of comparisons. "For instance," the report suggests, "compare the two-color lemon advertisements in this year's program with the four-color advertising for the season 1926-27. The present two-color advertisements not only cost less, but are generally regarded as more efficient from the standpoint of phy-

# ★Forty Thousand for 1931

Knowing that there are always many to applaud a Vol. 1, No. 1, FORTUNE'S publishers somewhat discounted the flattering response which greeted FORTUNE'S first (February) issue . . . But with the March issue came a volume of more considered, more penetrating praise, and an impressive volume of new, unsolicited subscriptions (\$10 the year) . . . Clearly, FORTUNE has been discovered by those it seeks to reach.

"30,000 average for 1930" is FORTUNE'S net paid circulation guarantee. It is entirely assured. The current (April) issue's "net paid" is 30,000.

FORTUNE'S publishers now take pleasure in guaranteeing for 1931, an average net paid circulation of ★40,000

## Fortune

TIME, Inc., Publishers

“

”

For those whose stake in this Industrial Civilization is greatest

sical appearance and appeal. . . . A comparison of the current two-color orange subjects with the four-color orange advertisements of 1926-27 is also interesting. The present two-color orange work not only costs less and has produced a lower inquiry cost, but is also generally regarded as in tune with the times and most efficient."

Concerning the eighth "yardstick"—sales—the report cites charts on production, consumption, prices, imports and exports on two classes of products, oranges and lemons and offers this comment:

"On both of these charts it is shown that with increasing production there has been increased consumption and sustained price levels, together with decreasing imports and increasing exports. These facts, which are self-explanatory in the accompanying charts, show a healthy economic condition over a period of years in the marketing of Sunkist fruit that is unparalleled in the history of most other agricultural co-operatives. It is believed that Sunkist advertising has played a part in this great record of achievement. The eating habits of the nation have been greatly influenced by the Sunkist campaigns and people of the United States today recognize citrus fruits as an important part of their diet." This fact, even more than any of the "yardsticks" outlined above, is the best explanation of the efficiency of the campaigns—what they mean to the members, growers, jobbers, distributors and dealers. It is the final record of results.

#### H. B. Ridge with Kodak Company

Harold B. Ridge, for many years with Agfa Products, Inc., and, later, with the Agfa Anaco Corporation, has been made general sales manager of the Kodak Electric & Manufacturing Company, Cincinnati. The Kodak company manufactures Kenmore electric clocks as well as Kemco HoMovie cameras, which will shortly be placed on the market.

#### S. B. Thomas, Inc., Appoints Cleveland & Shaw

S. B. Thomas, Inc., Long Island City, N. Y., manufacturer of Thomas whole wheat and gluten breads, has appointed Cleveland & Shaw, Inc., New York advertising agency, to direct its advertising account.

#### Southern Agency Council Elects

Thomas E. Basham, head of the Louisville, Ky., advertising agency which bears his name, was elected chairman

of the Southern Council of the American Association of Advertising Agencies at its annual meeting which was recently held. He had been secretary-treasurer and, as chairman, will succeed James Cecil, of Cecil, Warwick & Cecil, Inc., Richmond, Va.

Henry Tritschler, manager of the Chattanooga, Tenn. office of Nelson Chesman & Company, was re-elected vice-chairman. W. R.

Massengale, vice-president and general manager of the Massengale Advertising Agency, Atlanta, will be the new secretary-treasurer. The new administration will take office in May following the annual convention of the national association.



Thomas E. Basham

#### G. M. Gladding to Represent "People's Popular Monthly"

George M. Gladding, formerly in charge of the Detroit office of the St. Louis *Post-Dispatch*, and for the last year with the Detroit office of the *New York World*, has been appointed representative in Michigan and Northern Ohio of the *People's Popular Monthly*, Des Moines, Iowa.

#### Appoint Atlanta Agency

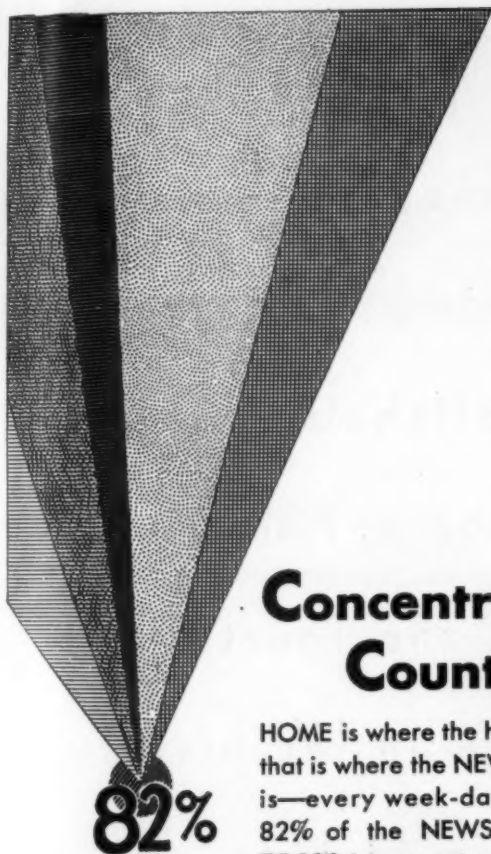
The following new advertising accounts have been placed with Gottschaldt-Humphrey, Inc., Atlanta advertising agency: Day Pulverizer Company, Knoxville, Tenn.; Knoxville *News-Sentinel*; Palmer Clothing Manufacturing Company, Chattanooga, Tenn., and the Hand Medicine Company, Charlotte, N. C.

#### R. L. Willard Joins Stuyvesant Publications

Russell L. Willard, formerly with *The Literary Digest*, New York, has joined the Stuyvesant Publications, *Town & Country*, *International Studio* and *Home and Field*. He will handle advertising promotion.

#### Death of James P. Simpson

James P. Simpson, president of the Simpson Advertising Company, Dallas, Tex., died last week. For sixteen years, he had been engaged in motion picture advertising. Mr. Simpson, who was forty years old, was president of the Screen Advertisers Association.



New York  
DAN A. CARROLL  
Chicago  
SAWYER-FERGUSON CO.

## Concentration Counts!

HOME is where the heart is, and that is where the NEWS LEADER is—every week-day evening! 82% of the NEWS LEADER'S 75,000 is concentrated right in Richmond, the bright spot of the South. If you know of a home in Richmond or suburbs that fails to read the NEWS LEADER, please tell us—and we will try and find it!

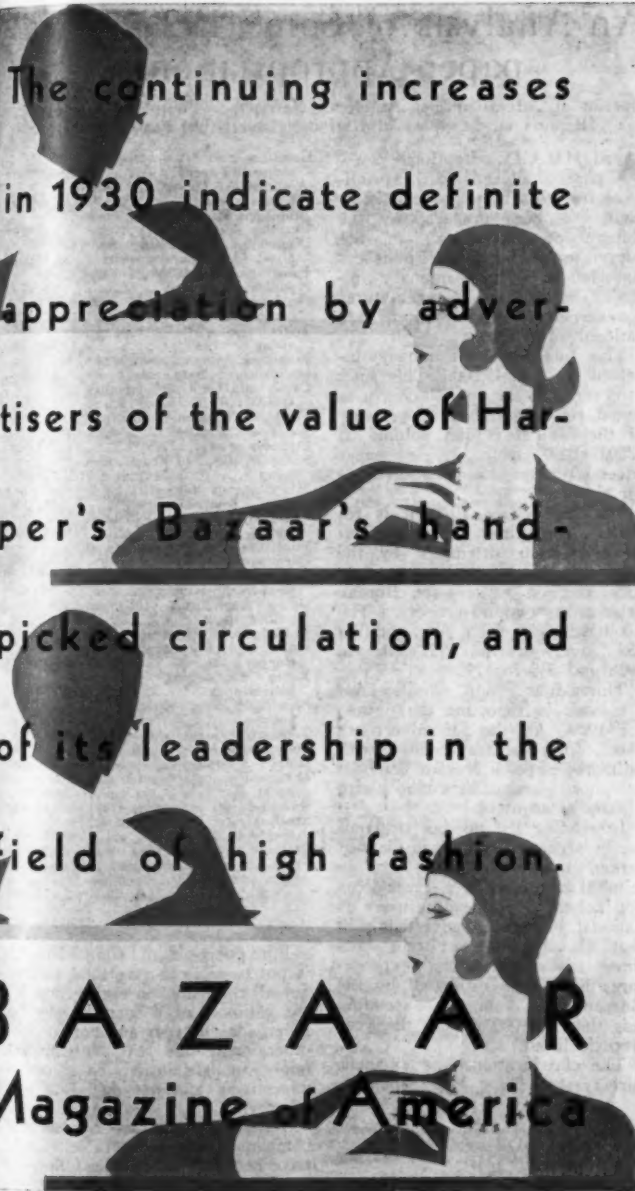
**THE RICHMOND NEWS LEADER**

*Richmond Va.'s Great Home Paper*



The forms have closed  
on the largest May issue  
of Harper's Bazaar ever  
published. The April  
number of Harper's Bazaar  
was the fourth largest  
issue in the history of  
the magazine.

**HARPER'S**  
*The Fashionable*



The continuing increases  
in 1930 indicate definite  
appreciation by adver-  
tisers of the value of Har-  
per's Bazaar's hand-  
picked circulation, and  
of its leadership in the  
field of high fashion.

**S B A Z A A R**  
Magazine of America



# An Analysis of Some 1929 Newspaper Appropriations

Bureau of Advertising of American Newspaper Publishers Association  
Reports on Its Study of National Advertising Expenditures

**A** SUMMARY of national newspaper advertising expenditures for 1929, by major classifications, has been prepared by the Bureau of Advertising of the American Newspaper Publishers Association. The summary includes estimates of expenditures for newspaper advertising of 535 national advertisers.

The total sum of money involved is \$220,545,000. This sum, as covered in the compilation, it is stated, represents about 85 per cent of the estimated total volume of \$260,000,000 spent in newspaper advertising by national advertisers for the year.

The survey for 1929, it is reported, constitutes the most exhaustive study attempted by the Bureau. For 1923, the first year covered by a survey, the Bureau listed sixty-two advertisers. The list has grown each year, totaling 353 advertisers in 1927, 411 in 1928 and 535 for 1929.

Thirty-four group classifications are made in reporting the figures for 1929. Of the 535 advertisers listed, forty-six are credited with estimated expenditures of \$500,000 or more and thirty-nine with \$1,000,000 or more.

In reading the number of companies represented in each classification, it is important to bear in mind that the number given does not include all the leading users of national newspaper advertising in that classification but represents those advertisers whose expenditures have been estimated by the Bureau. No companies spending less than \$50,000 during the year were included.

The classifications and expenditures reported for 1929 follow:

Aviation, 2 companies spent..	\$ 300,000
Automobiles and Trucks, 23 companies spent.....	64,245,000
Automotive Accessories, 5 companies spent.....	750,000

Gasolines and Motor Oils, 28 companies spent.....	\$10,415,000
Automobile Tires, 11 companies spent.....	5,300,000
Building Materials, 4 companies spent.....	750,000
Plumbing and Heating Supplies, 13 companies spent..	1,445,000
Paints and Hardware, 8 companies spent.....	955,000
Druggists' Sundries, 47 companies spent.....	13,875,000
Toilet Goods, 41 companies spent.....	12,565,000
Financial, 19 companies spent	2,855,000
Insurance, 5 companies spent	650,000
Candy and Gum, 5 companies spent.....	555,000
Foods, 89 companies spent...	20,660,000
Soaps and Cleansers, 12 companies spent.....	6,695,000
Soft Drinks, 15 companies spent.....	3,770,000
Miscellaneous Grocery Products, 5 companies spent...	465,000
Electrical Appliances, 20 companies spent.....	9,415,000
Furniture and Furnishings, 8 companies spent.....	1,920,000
Jewelry and Silverware, 2 companies spent.....	160,000
Office Appliances, 10 companies spent.....	1,970,000
Publishers, 8 companies spent	1,550,000
Radio and Phonographs, 24 companies spent.....	16,320,000
Radio Accessories, 6 companies spent.....	1,800,000
Sporting Goods, 4 companies spent.....	560,000
Tobacco, 19 companies spent	21,935,000
Community, 4 companies spent	450,000
Hotels, 5 companies spent...	470,000
Motion Pictures, 2 companies spent.....	2,050,000
Railroads, 30 companies spent	6,555,000
Steamships, 16 companies spent.....	2,680,000
Clothing, 14 companies spent	2,600,000
Shoes, 11 companies spent...	1,645,000
Miscellaneous, 20 companies spent.....	2,215,000

Total \$220,545,000

For purposes of comparison it is not possible to give total figures for all companies in each group, as the estimate of a concern may be given for one year and not for another, or in one year the estimate might include dealer co-operative advertising and not do so in another year.

Where the figures for several companies are comparable, totals have been made with the following results:

Apr. 17,  
Gasoline at  
oil  
17 comp  
Tires  
9 comp  
Druggists'  
20 comp  
Toilet goods  
29 comp  
Foods  
51 comp  
Soft drink  
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Electrical  
8 comp  
Radio  
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Tobacco  
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Railroads  
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Clothing  
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C. J. Gil



Gasoline and motor oil	1928	1929
17 companies...	\$6,050,000	\$8,360,000
Tires		
9 companies...	4,410,000	4,575,000
Druggists' sundries		
20 companies...	5,205,000	6,310,000
Toilet goods		
29 companies...	10,410,000	11,370,000
Foodstuffs		
51 companies...	13,465,000	13,045,000
Soft drinks		
7 companies...	2,285,000	2,794,000
Electrical appliances		
8 companies...	4,685,000	5,270,000
Radio		
7 companies...	3,265,000	5,280,000
Tobacco		
15 companies...	16,200,000	21,090,000
Railroads		
20 companies...	5,770,000	5,660,000
Clothing		
9 companies...	2,430,000	2,170,000

With reference to automotive advertising, the bureau reports that the only sub-classification which shows a decrease is that which deals with passenger cars. The falling off in lineage and the drop in sales in passenger cars, it is stated, was noted several months before the break in stock market prices. No total has been made of estimated expenditures in this sub-division because in previous years estimates were given by car classification, whereas for 1929 the total estimated expenditure is given for all makes of cars and institutional advertising as well.

#### Appoint Eric Rogers Agency

Troutdale - in - the - Pines, Evergreen, Colo., summer resort, has appointed the Eric Rogers Agency, Omaha, Neb., advertising agency, to direct its advertising account. Direct mail in addition to newspapers in Nebraska, Illinois, Iowa, Missouri, Kansas, Oklahoma and Texas will be used.

The Platte Valley Fur Farms, Columbus, Neb., has also appointed the Rogers agency to direct their advertising. Poultry publications, farm papers and mail-order publications will be used.

#### Credit Association

##### Appoints F. C. Hamilton

Frank C. Hamilton, of Nelson Chessman & Company, St. Louis advertising agency, has been retained by the National Retail Credit Association, St. Louis, as advertising director and public relations counselor.

#### Heads Central Trust Travel Service

Ernest R. Clark has become manager of the Central Trust Travel Service, Rochester, N. Y., a merger of the Ernest R. Clark Travel Bureau and the C. J. Gilbert Steamship Agency.

#### Drug Mfrs. Advertising and Sales Committee to Meet

The advertising and sales committee of the American Drug Manufacturers' Association will meet at Pinehurst, N. C., April 26, with S. DeWitt Clough, of the Abbott Laboratories, as chairman and J. K. Lilly, Jr., of Eli Lilly & Company, as vice-chairman.

The speakers and their subjects will be: A. M. Hayes, Hynson, Westcott & Dunning, "Sampling of Pharmaceutical Specialties"; R. D. Keim, E. R. Squibb & Sons, "Sales Contests"; Turner F. Currens, Norwich Pharmacal Company, "Salesmen's Expense Accounts," with discussion led by Thurston Merrell, Wm. S. Merrell Company; J. K. Lilly, Jr., "Sales Quotas," with discussion led by Dr. Frank B. Kirby, Abbott Laboratories; R. M. Cain, Swan-Myers Company, "Salesmen's Compensation"; Charles S. Mohler, American Medical Association, "Medical Copy Writing." Harry C. Phibbs, Chicago, Donald Merrell, Wm. S. Merrell Company, and James Upsher Smith, Upsher Smith Company, will present "A Suggested Advertising and Sales Campaign for a Hypothetical Pharmaceutical Product," demonstrated with exhibits of proposed charts, plans, layouts, advertising material and training for detail men.

#### Death of G. W. Brogan

G. W. Brogan, president of G. W. Brogan, Inc., Towson, Md., advertising agency, was killed recently in an automobile accident while en route from New York to Baltimore. Before starting his own agency he had been advertising manager of the Black & Decker Manufacturing Company, Baltimore. Prior to that he had been advertising manager of the Duesenberg Motors Corporation, New York. He was thirty-eight years old.

#### Changes in Terry Steam Turbine Company

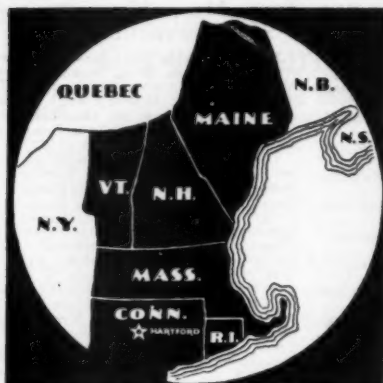
J. D. Stout, formerly manager of the New York office of The Terry Steam Turbine Company, Hartford, Conn., has been elected vice-president of that company. R. G. Hart, formerly manager of the Chicago office, has been made general sales manager.

#### F. G. Cox with Bradford, Kimball & Company

F. G. Cox has been appointed advertising manager of the investment firm of Bradford, Kimball & Company, San Francisco. He formerly was with Morris, Noble & Company, in a similar capacity.

#### Investment Account to E. W. Rose Agency

Wollenberger & Company, Chicago investment bankers, have appointed the Edward William Rose Company, advertising agency of that city, to direct their advertising account.



## What the Radios

"The Radio Household Institute has found the listeners of station WTIC very responsive and we feel that your station has been particularly effective in helping us cover the New England territory."

"In fact, from the thirty-three station network that is used by the Radio Household Institute, WTIC ranks among the first ten, from the standpoint of listener interest and returns."

"The Radio Household Institute, operated by Young & Rubicam, Incorporated, for a group of their clients, has been using station WTIC Hartford, at 11:15 A.M. every available week day since January, 1928."

**Consistent Coverage  
of New England**

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"testing  
paigns as  
out" a r  
Then you

This 50,  
job for r  
help you  
facts?

Broad  
HAR

W

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## Radio Institute Says . .

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New England has long been considered an ideal "testing ground" for preliminary advertising campaigns as well as for new products. You can "test out" a radio program here at minimum expense. Then you can analyze and check results accurately.

This 50,000 watt station is doing a thorough sales job for many national clients. We will be glad to help you arrange programs. Why not send for facts?

**The Travelers**

**Broadcasting Service Corporation**

**HARTFORD • CONNECTICUT**

**WTIC**

**50,000  
watts**

## Advocates Advertising by Doctors

**M**EDICAL and advertising circles are again giving renewed attention to the question of advertising by individual physicians. Impetus has been given the question by the suggestion by Dr. Shirley W. Wynne, Commissioner of Health of New York, that reputable doctors advertise in the foreign language press. This recommendation by Dr. Wynne constitutes part of his plan to combat the fraudulent advertising of quacks who take advantage of the gullibility of immigrants.

A meeting was held in Dr. Wynne's office last week to discuss the problem. Official representatives from the consulates of eight nations were present and promised their co-operation in a drive to eliminate fraudulent medical copy. Dr. Wynne announced that the Health Department would help the publishers of foreign language newspapers to procure the advertising of reputable doctors if these papers excluded the advertising of quacks.

The consular representatives promised their support, stating that, on advice by the Health Department of fraudulent advertising, they would take the matter up with the editors of papers of their particular nationality. If persuasion failed to stop acceptance of such advertising, then the Department would be so advised and it could resort to legal prosecution.

The meeting last week followed a conference held several weeks earlier which was attended by officials of several medical societies for a discussion of the problem. An effort to ascertain the attitude of the medical profession in New York toward the recommendation of Dr. Wynne, brought forth the information at the Academy of Medicine that instructions had been issued to make no statement.

It is Dr. Wynne's idea to give foreign language editors articles on public health which would be the nucleus of a health page and which would encourage legitimate phy-

sicians to insert their cards as advertisements.

Dr. Wynne was asked by the press if he thought reputable doctors should advertise in the English language press as well and is reported as saying that he could not see why not.

## Plan New England Export Conference in May

A New England Export Conference, sponsored by the New England Council, will be held at Boston, May 14. It will be held in co-operation with a number of industrial and other business organizations in the New England States having an interest in promoting increased sales of New England products in foreign markets. A feature of the program will be a case method demonstration of how some New England firms are selling abroad and exhibits which will show the merchandising material and methods used by successful American exporters both within and without New England. Results of the study of New England's foreign trade conducted by the United States Bureau of Foreign and Domestic Commerce in co-operation with the Council will also be presented at the conference. Victor M. Cutter, president of the United Fruit Company, is chairman of the External Relations Committee of the Council, in charge of plans for the conference.

## Organize National Convention Management

National Convention Management is the name of a new business which has been organized, with offices at 3900 Chestnut Street, Philadelphia, to handle conventions for industrial concerns and trade organizations. T. Wayne MacDowell, former convention manager of the Alwater Kent Manufacturing Company, is president. Associated with him as vice-president is Allen McQuhae.

## Roy Walker Returns to "Nation's Business"

Roy Walker, formerly with the Detroit office of *Nation's Business*, Washington, D. C., and, more recently, with the Curtis Publishing Company at New York, has returned to *Nation's Business* as a special color representative, with headquarters at New York.

## Appoints Devereux & Smith

The Utica Drop Forge and Tool Company, Utica, N. Y., has appointed Devereux & Smith, Inc., advertising agency of that city, to direct its advertising account.

## Appoints Addison Vars

The Rochester Telephone Company, Rochester, N. Y., has appointed Addison Vars, Inc., advertising agency, of that city, to direct its advertising account.



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## "DIRECTED TO AN INDIVIDUAL"

Selling is a man-to-man process.

The salesman gets down to cases, goes into detail, talks right to his man. He uses every available fact. But the successful salesman always interprets every fact into terms of his prospect's own self-interest.

Interpretive direct advertising is effective and resultful because it follows these same methods. It is directed to an individual and talks to him in a personal way.

Its especial merit is that direct advertising can reach every one of your active and potential prospects while your salesman is seeing a few active prospects.

Let's talk over what some printed salesmen—a campaign, a catalog, a broadside, a folder—can do for your sales this spring.

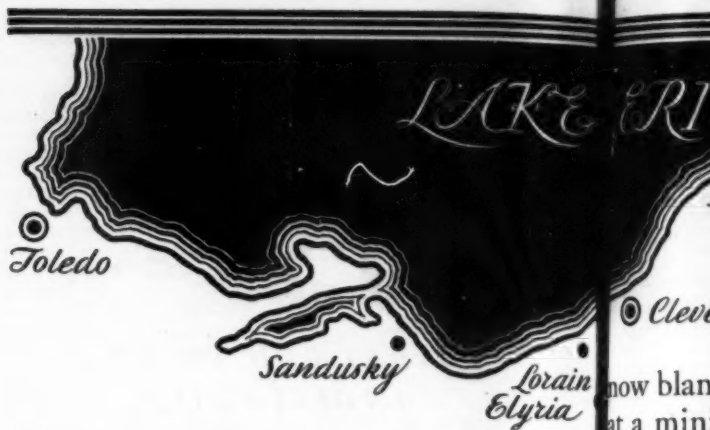
**EVANS-WINTER-HEBB *Inc***

820 Hancock Avenue West, DETROIT

NEW YORK . . 1950 Graybar Building . . Lexington 9113

CHICAGO . . 919 North Michigan Avenue . . Whitehall 7149

The business of the Evans-Winter-Hebb organization is the execution of printing, sales literature, and direct advertising, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis, Plan, Copy, Design, Art, Photo-Engraving, Letterpress and Offset Printing, Binding, Mailing



## CENTRAL-ize

**the modern, efficient way to sell Northern Ohio**

With the combined facilities of four of Northern Ohio's leading outdoor advertising concerns merged into a single, efficient operating unit—the *Central Outdoor Advertising Company*. National advertisers may

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 The Harry H. Packer Co.  
 [Cleveland], General Out-  
 door Advertising Co. [Cleve-  
 land and Toledo], Toledo  
 Poster Advertising Company  
 and Bond Outdoor Adver-  
 tising Company [Toledo].

CENTRAL OUTDOOR  
 ADVERTISING COMPANY

INCORPORATED

2028 Carnegie Ave.  
 Cleveland, Ohio

320 Vance Street  
 Toledo, Ohio

**OUTDOOR ADVERTISING  
 COMPANY INC.**

## Chain-Store Sales for March

Company	March 1930	March 1929	% Chg.	3 Mos. 1930	3 Mos. 1929	% Chg.
Great Atl. & Pac.	\$83,975,552	\$77,712,375	8.0	\$274,368,303	\$255,541,323	7.3
F. W. Woolworth	22,482,271	24,524,962	-8.3	60,921,865	61,560,348	-1.0
*Kroger G. & B.	20,759,939	22,041,295	-5.8	65,726,645	67,624,583	-2.8
Safeway Stores..	19,062,112	17,671,834	7.8	54,955,364	47,876,435	14.7
J. C. Penney ....	14,208,464	15,943,174	-10.8	36,012,698	34,336,688	4.8
*American Stores	11,300,186	11,278,360	.2	35,569,419	35,516,349	.1
S. S. Kresge ....	11,259,914	12,567,017	-10.4	30,555,545	31,360,268	-2.5
National Tea ....	7,648,843	8,102,467	-5.5	21,781,625	22,546,487	-3.3
MacMarr Stores..	7,637,336	7,084,892	7.7	21,568,192	19,502,573	10.5
S. H. Kress ....	5,224,516	5,307,982	-1.6	14,068,519	13,809,272	1.9
W. T. Grant ....	4,962,318	5,141,436	-3.4	12,659,520	11,986,933	5.6
Walgreen .....	4,415,774	3,641,048	21.3	12,908,013	9,832,532	31.3
McCroory Stores..	3,356,449	3,735,220	-10.1	8,957,953	9,270,468	-3.3
*Daniel Reeves	2,852,355	2,786,655	2.3	9,325,922	9,028,344	3.2
Childs .....	2,351,691	2,408,961	-2.4	6,868,619	6,792,632	1.1
J. J. Newberry...	1,962,828	1,857,735	5.6	5,107,001	4,527,823	12.7
*Dominion Stores.	1,907,636	1,847,593	3.2	5,589,170	5,383,633	3.8
Melville Shoe ...	1,907,454	2,672,248	-28.6	5,061,455	5,724,136	-11.5
Schulte-United ...	1,869,288	1,015,160	84.1	4,883,180	2,333,018	109.3
Lerner Stores ...	1,766,781	1,430,867	23.4	4,749,844	3,359,942	41.3
F. & W. Grand..	1,602,702	1,702,394	-6.4	4,224,908	3,983,436	6.0
McLellan Stores .	1,493,640	1,668,971	-10.5	3,978,029	4,040,640	-1.5
Lane Bryant ....	1,464,841	1,644,135	-10.9	3,636,343	3,675,491	-1.0
Peoples Drug ...	1,430,821	1,239,642	15.4	4,027,530	3,417,595	17.8
David Pender ...	1,383,629	1,367,323	1.1	3,898,742	3,702,769	5.2
Waldorf System..	1,377,799	1,387,983	-.7	4,055,006	3,914,563	3.5
*Southern Grocery	1,335,000	1,185,000	12.6	4,305,000	3,474,000	23.9
G. R. Kinney ...	1,322,371	2,100,853	-37.0	3,424,525	4,245,062	-19.5
*Jewel Tea .....	1,284,868	1,300,900	-1.2	3,693,872	3,736,346	-1.1
G. C. Murphy ...	1,182,964	1,198,966	-1.3	3,111,281	2,923,074	6.4
Metropolitan ....	1,132,971	1,148,458	-1.3	2,997,286	2,829,939	5.9
Neisner Bros. ....	1,023,807	1,073,949	-4.6	2,708,952	2,376,483	13.9
West. Auto Supply	926,000	1,057,600	-12.4	2,573,795	2,471,322	4.1
Amer. Dept. Stores	793,546	915,251	-13.3	2,024,254	2,142,559	-5.5
Schiff Company ..	652,867	777,808	-16.0	1,748,009	1,535,228	13.8
I. Silver & Bros..	642,925	615,066	4.5	1,633,953	1,420,933	14.9
Winn & Lovett ..	539,230	608,145	-11.3	1,548,248	1,638,316	-5.4
Bickfords, Inc. ...	486,507	441,295	10.2	1,400,930	1,272,201	10.1
Federal Bake Shops	421,491	410,873	2.5	1,180,706	1,122,966	5.1
Edison Bros. ....	381,266	386,446	-1.3	904,174	788,747	14.6
Shaffer Stores ...	334,461	246,006	40.2	951,257	693,660	37.0
Sally Frocks ....	333,711	312,485	6.7	1,062,479	758,972	39.9
Nat. Shirt Shops	309,262	328,061	-6.0	954,735	119,717	16.5
Kline Bros. ....	303,407	389,574	-22.1	766,030	812,661	-5.7
B/G Sand. Shops	291,636	267,568	8.9	908,322	820,231	10.7
Morison Elec. Sup.	201,689	140,301	43.6	536,355	379,109	41.2
M. H. Fishman .	104,716	91,473	14.5	268,882	180,714	48.2
Total .....	253,669,834	252,777,807	.003	754,162,449	717,090,521	.051

\*Sales in these instances are given for four-week periods instead of for the monthly March period

The F. W. Woolworth Company, in reporting its figures for March, points out that Easter business occurred in March last year while this year it comes in April. "The Easter business should account for a \$3,000,000 increase in our business," states H. T. Parson, president, "and bring our four months to where it belongs." The effect of Easter business coming in April this year is also mentioned by several other chains as a factor to be taken into consideration in making comparisons with last year's business for March.

The J. C. Penney reports 1416 stores in operation at the end of March.

## NUMBER OF STORES IN OPERATION

	END OF MARCH			END OF MARCH	
	1930	1929		1930	1929
S. S. Kresge .....	617	518	McCroory .....	241	236
Walgreen .....	411	287	G. C. Murphy .....	153	139
McLellan .....	266	233	Peoples Drug .....	117	98
S. H. Kress .....	205	194	Neisner .....	60	38
Schulte United .....	97	50			

Main Office and  
House,  
Eastern Office,  
52 Vand  
Western Office,  
122 S. M



Don't expect BIG results from Your Southwestern Dealers if your Advertising Does Not Reach their BIG Market . . . . . the Southwestern farmer, because

**80%**

of Southwestern retail merchants in all lines depend on farm trade for

**50%**

of their total sales! . . . One medium dominantly reaches this rich

**Southwest Farm Market**

of 4,883,723 Farm People with an annual income of \$2,400,000,000 . . . . .

it's

**FARM & RANCH**

*The Farm Paper of the Southwest*

Main Office and Publishing House, Dallas, Texas

Eastern Office, New York, 52 Vanderbilt Avenue

Western Office, Chicago, 122 S. Michigan Blvd.

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# The NEW— DRY GOODS ECONOMIST

A Publication Devoted to the Present and the Future.

The function of this super merchandising paper is to give with measurable precision the advance timing of merchandise distribution.

The methods and plans of this modern distribution paper will energize the flow of commodities through department and dry goods stores.

This new publication recognizes that the purpose of Business is Profit and that the method for profit is through Service, through Values, through accessibility and through selection.

The Editorial message of the new Economist will be told in idea-pictures and in brief and definite text for the busy reader.

The new Economist will utilize the opportunity for a striking and colorful presentation of editorial subjects in a manner never before attempted in business papers.

The scope of this new publication will include Merchandise, Merchandising, Service, Sales and Finance in the department store and dry goods field.

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The *new* DRY GOODS ECONOMIST guarantees net paid

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June 25th

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Advert



This new paper will be built by a staff of practical, store-minded, forward-looking editors thoroughly familiar with the vital problems facing the department and dry goods stores.

The new Economist springs from the experience gained in 84 years of leadership and from cooperation with more than a score of other business publications issued by the United Business Publishers, Inc.

The new Dry Goods Economist will combine the subscriptions of the present Dry Goods Economist and the National Dry Goods Reporter giving a guaranteed circulation of more than 25,000, representing a buying power of more than 70% of the dry goods and allied lines distributed in the United States.

This new publication will be issued monthly. The first issue will be dated July and will be in the mails June 25th.

The page size will be 9 x 12 inches and the new type size will be 7 x 10 inches.

Advertising forms will close June 15, 1930.



*A. C. Pearson*

President

DRY GOODS ECONOMIST

239 West 39th Street

New York

---

net paid circulation of more than 25,000

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# Mr. Maratta, You're Lucky That Women Don't Wear Hatpins!

A Mere Man Dares to Show Women Their Place in Business

[EDITORIAL NOTE: Several weeks ago, we received a letter from a young woman who complained about her lack of progress in the world of advertising. She wanted a little advice and we published her letter on page 74 of the April 3 issue together with a few words of encouragement.

In her letter, Miss F. R. S. referred to an article by James Maratta ("Young Man—Go Change Your Job!"). Said she: "Now that we have heard Mr. Maratta . . . and others express themselves about young men can't we young (?) women have a little advice?"

Mr. Maratta has come to the rescue. We have an idea, though, that his fate may be that of most good Samaritans.]

Editor of PRINTERS' INK:

I AM simply all agog over F. R. S.'s letter to PRINTERS' INK, in which she so graciously mentions my name.

Are there opportunities in modern business for progressive girls and women? Are there? *You bet there are!* And do some of these dear ladies need masculine advice? Plenty!

Like the editor of PRINTERS' INK, neither have I ever been a young lady, but I have worked with hundreds of them, and there appears to be one stumbling block which some of these ladies simply love to throw in their paths of progress, when working in organizations composed of men and women.

Let me explain it this way:

Look inside of your watch and note the wheel that continuously half-circles back and forth. It is called the balance-wheel. This balance-wheel is the lightest, most sensitive, and most delicate piece of movable metal in the entire construction of your timepiece. It is so tiny and delicate that one is almost afraid to look at it cross-wise for fear it might stop. Yet, this same balance-wheel, constructed and revolving differently than any gear in the ensemble, functions in a manner so as to keep every gear in the works turning in the right direction, and at the proper speed.

Who is the balance-wheel of

modern business organizations? Who is it that unconsciously, and unpretentiously, keeps modern business places from acquiring the atmosphere of stag hotels? Who is it that keeps a sputtering executive from dictating his real opinion of a cranky account? Who is this balancing influence—so prevalent in every up-to-the-minute organization—that fills the gap between what the job demands from man, and what man expects from his job? The business woman! Of course!

Now, just so long as my wife showers me with femininity, she can peruse my articles, criticize my salesmen's pep-letters, and in general point out—in her feminine way—why this or that statement does not carry conviction. But just let her stick a cigar in her mouth, squint at it sideways, and shout, "Look here, Jim! You can't say that!" Well—I get enough of that from my other boss.

From my casual observation I should say that loss of femininity is mostly responsible for the average business woman reaching the stop-sign of her career. No matter to what lengths a woman's business talent may carry her, she can only hope to win and hold a woman's responsibility. The minute she begins discarding her feminine birthrights for masculine make-believes, her battle with man starts.

To hold down a woman's job—not to replace some man at his job—should be the ultimate ambition of every business woman. She should constantly strive for some higher responsibility demanding all the qualifications shared equally by men and women, plus the multitude of feminine aptitudes which are her heritage and birthrights.

When F. R. S. marched out of her alma mater's campus gates to the tune of, "through all the roads of the world we march, we march,"

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she may have unconsciously mistaken the theme song of scholastic ambitions for a business direction finder. Because women do not—and probably never will—march through all the roads of the modern business world. They can only hope to march through the roads which men have pioneered and made possible for their mode of travel. And when business women stray from these highways they find themselves confronted with hazards too numerous to cope with.

It matters not toward what vocation a woman's business arrow points—she prospers most who bestows upon that vocation its individual requirements for feminine guidance, ingenuity, and atmosphere. Vocational talent and an innate passion to forge ahead are standard basic requirements for success, for both men and women, but occupations are not occupations until filled and personified by the required human characteristics. All the vocal lessons in the world cannot give man the "number please," singsong sweetness of the talented telephone operator's voice; nor will you find women driving railroad steam engines until the engine cab is made a fit place for a lady to powder her nose.

Remember the bobbed-hair scare of nearly a decade ago? I do! When hundreds of employers set up a howl against girls and women appearing at work with shorn locks? What do you suppose was behind this upheaval? Not employers' fear that women would be less efficient with short hair. Of course not! It was the apprehension of business executives that girls and women, by shortening their tresses, might lose their individuality, and thereby deprive their job of its full share of femininity.

And today, for precisely the same reason, progressive organizations do not permit girls and women to smoke in the same offices and other places of business, where men also work. Tomorrow it may be something else—but men always will try to impress upon business women the importance of the feminine atmosphere they lend

to business, and the balancing influence femininity bestows upon the grinding gears of business organizations.

**JAMES MARATTA,**  
*of the Minneapolis-Honeywell  
Heat Regulator Company.*

### Edgar Kobak Heads McGraw-Hill Company of California

Edgar Kobak, vice-president and a director of the McGraw-Hill Publishing Company, New York, has been elected president of the McGraw-Hill Company of California. Nathan A. Bowers, Pacific Coast editor of the *Engineering News-Record*, New York, was made in addition vice-president and general manager of the California company. George Tenney, editor of *Electrical West*, San Francisco, was also made a vice-president. Howard Worden, manager of the Pacific district, was made a director and secretary-treasurer of the California company.

### W. F. Tant Elected President of Oil Burner Association

Walter F. Tant, president of the Silent Automatic Corporation, Detroit, was elected president of the American Oil Burner Association at that organization's annual convention at Chicago last week. Other officers elected were: Vice-presidents, H. Finnie, Timken-Detroit Company, Detroit; W. J. Smith, Cleveland Steel Products Corporation, Cleveland; W. C. McTarnahan, Petroleum Heat & Power Corporation, New York; J. H. Hirsch, Automatic Burner Corporation, Chicago; and W. P. Schroeder, Schroeder & Corry, St. Louis.

### Clyde Winslow with Kirkpatrick Agency

Clyde Winslow, recently with the Portland *Oregonian* and, before that, with the Seattle *Post-Intelligencer* and with Altnow-Singleton, Inc., Seattle advertising agency, has joined the W. S. Kirkpatrick Advertising Service, Inc., Portland, as an account executive.

### Kay Laboratories Appoint Porter-Eastman

Kay Laboratories, Chicago, have appointed the Porter-Eastman Company, advertising agency of that city, to direct their advertising account. Magazines, newspapers and direct mail will be used.

### P. T. Anderson, Publisher, Columbia, S. C., "Record"

P. T. Anderson, vice-president and general manager of the Macon, Ga., *Telegraph*, in addition, has assumed the duties of publisher of the Columbia, S. C., *Record*. He will divide his time between the two papers.

# How do you *really* compare?

**AT** the time of writing this advertisement, these clients

Gorton-Pew Fisheries Co., Ltd. (Sea Food Products)

Multibestos Company (Brake Lining)

Flako Products Corp. (Prepared Pie Crust)

Kingsbury Mfg. Co. (Toys)

The Warren Featherbone Co. (Dress Accessories)

show 1930 sales increases of from 12 to 34%.

Effective advertising has played its part in earning these sales increases—advertising prepared by this agency in cooperation with these clients.

If you have problems to be solved by advertising that must be made to pay its way and contribute definitely to sales increases, we should welcome an inquiry from you.

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**GOSSIP NOTE:** Our own advertising pays.

## CHURCHILL

50 UNION SQUARE, NEW YORK

Member American Association of Advertising Agencies

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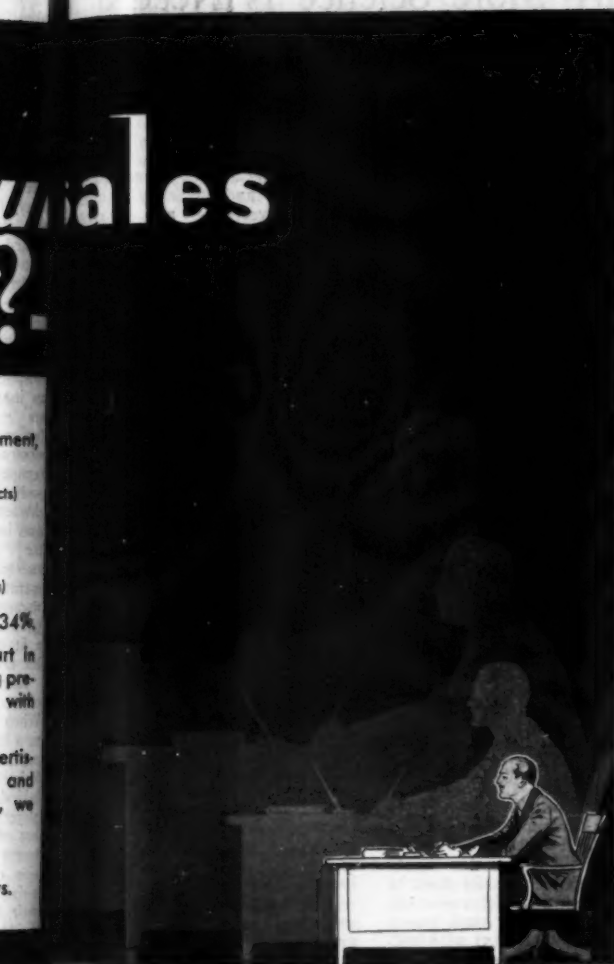
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**HALL, Inc.**

H. B. Le Quatte  
President

NEW YORK CITY

Advertising Agencies



# Why More Science Is Needed in Automobile Selling

Only Natural That Engineering Should Have Passed Merchandising, These Sales Managers Say

By R. W. Clarke

**A**UTOMOBILE sales executives, in common with those selling almost any commodity you can name, are now coming to realize, as never before, the need for making merchandising more nearly a science. If I interpret correctly the reactions of some leading automobile manufacturers whom I have approached on this topic, we are likely to see during the next year or two some radical steps taken in the direction of intensifying the selling process and making it more resultful.

But while these producers frankly admit their engineering skill has stepped out far in advance of their merchandising, they insist it by no means indicates that selling in their field has been the happy-go-lucky, hit-and-miss process that some people imagine it to be. On the contrary, they assert it is an inevitable result of the fact that manufacturing, in this highly competitive age, necessarily must be an exact science, as otherwise the products have only a weak standing in the market. Not so with selling; selling up to now has not called for the same degree of precision and highly technical skill—or, if it has, the skill was not forthcoming.

Even so, production has now been perfected to an extent that leaves the way wide open for the use of some real science in merchandising. Hence, the prediction that, within the coming months,

there will be a notable increase in the volume and efficiency of automobile advertising and a more nearly correct system of selling.

"I suppose my reactions are somewhat prejudiced," says R. E. Chamberlain, general sales manager of the Packard Motor Car

Company, "but I do not believe that the problem of selling automobiles has been so insignificant as many think it has been. In other words, automobiles have never sold themselves and of course never will. But, relatively speaking, the process of selling and distributing has obviously not kept pace with production advances."

Mr. Chamberlain believes that the betterment of selling—or the application of scientific principles to it—is bound to be much more difficult than the perfection

of production.

"Selling and distributing in all industries," he says, "is likely to be much less scientific than either of the two large subdivisions of industry, namely, manufacturing and engineering. There are several reasons for this. Engineering, for instance, deals with a great mass of facts attained through experimentation and trial, but nevertheless facts with which the scientific mind can deal accurately. Automobile production engineers do not need to guess about the tensile strength, the stresses and strains of material and the effect of shapes; and, on that ac-

**I**NDUSTRY in general is watching the automobile field—and for more reasons than one. Not the least important of these reasons is that important merchandising developments are expected to materialize in the automobile field in the near future.

Three automobile sales executives furnished the information on which this article is based. They are:

R. E. Chamberlain, general sales manager, Packard Motor Car Company; L. G. Peed, general sales manager, DeSoto Motor Corporation, and C. H. Bliss, general sales manager, Nash Motors Company.



count, they can deal with their problems with at least a fair amount of precision and with unbounded confidence. Manufacturing knows the degree with which the human element combined with machinery can be counted upon to produce merchandise. It knows the space required per machine, the speed at which the machines will run, the ability of certain cutting tools and, by experience, the average scrapage in production of each. Power, light and heat can be figured correctly.

"When we consider all this, we immediately see that sales and distribution have a long way to go before they can even begin to administer their affairs with anything like the sureness of the other two.

"All this applies to the automobile business in particular and probably to a greater degree than any other industries.

### *Making Great Strides*

"In recent years, however, we have been making great strides in the direction of scientific distribution, and we shall reach it yet. In working ahead to that happy condition, our industry is indeed fortunate in at least one respect, this being that the registration laws permit us to get accurate information on the past absorption in various territories, so that accurate market analysis is not difficult. This, of course, means a great deal and gives the sales department the best kind of foundation on which to build the correct selling structure that is now so greatly needed.

"Somebody has described the function of the sales department in an institution such as the Packard Motor Car Company as having these three main subdivisions: (1) The disposal of immediate production; (2) market analysis and consequent advice to the management as to the character, quality and quantity of the product which would be most acceptable; (3) after the management's decision on the product has been reached, to make the necessary plans for disposal of the merchandise which thus will be produced.

"Our problem is constantly getting more intense and the demand

for scientific direction more exacting. Step by step we are getting closer to the condition where science will be applied to marketing on approximately the same basis as it is now applied to manufacturing."

It is Mr. Chamberlain's idea that the present determined move to apply real science to the marketing of automobiles must not be interpreted as meaning that selling has suddenly become more difficult, that the saturation point is near, or that order-takers have hopelessly outnumbered salesmen up to now. Rather the approach to a higher grade of efficiency in selling has been a process of natural evolution; its need has been shown by degrees, and thus principles are being evolved which eventually will be as dependable as engineering principles. This view is indorsed, among others, by L. G. Peed, general sales manager of the DeSoto Motor Corporation.

"In my twenty-odd years of experience in the automobile business," Mr. Peed says, "I have seen it develop from a production of a few thousand cars per year to the present 5,000,000 mark. Thus for many years our problem was not so much one of merchandising as of production. And this, having in mind present selling needs, has proved to be of enormous benefit. Before a perfect selling plan is laid down there has to be something worth selling; and this is what the automobile people have now. In what other commodity, may I ask, does the public get as much for its money as in the modern motor car? And now, as we face the need of developing and intensifying our sales efforts we find our plants with wonderful manufacturing organizations capable of turning out enough cars to supply the world.

"When the automobile business was started, relatively little was known of metallurgy. In the twenty or more intervening years this has been reduced to an exact science and great economies in production have resulted. As an outcome of this intensive application put behind the manufacturing end of the business, costs have been re-

# Processes DEFINE the FID

## ANALYSIS

One-third of all American manufacturing is embraced in what is termed the metal working industries, the country's greatest industrial classification. The circulation of *The Iron Age* is divided among the three interdependent groups of this field in the proportions below:

### FIRST

Consumers of metals.

(a) Manufacturers who machine, form, cast, fabricate, or otherwise work metals.

(b) Public Service Corporations, Railroad Purchasing Departments (not railroad shops), Federal, State and Municipal Government Offices, Mines, Engineers, etc.

} 63.7%

### SECOND

Distributors of machinery, tools, mill and factory supplies, hardware products and metals.

} 12.8%

### THIRD

Producers of metals, whether they be ferrous, non-ferrous or alloys.

} 12.6%

For 75 years *The Iron Age* has been the journal of these three factors of the metal working industry. To the manufacturer whose product is consumed in any one of them, it offers invaluable sales assistance.

*The Complete Journal  
of the Whole Metal-Working Industry*

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Your car is a thing of diverse parts, yet it functions for you simply as a unit of transportation. In the field of The Iron Age are found ten thousand various products, more or less composed of metal. Yet manufacturers of them

all are united by a common interest in the best way to produce a given finished article. It may be a far cry from plows to airplanes, but talk about stainless iron, chromium plating, or a new welding process and the makers of both will listen.

Nor is this the whole story. Consider the vast and various number of manufacturers interested in machine tools, new tools, machining processes; consider how many products have a grinding operation somewhere in their fabrication; or a handling problem.

Or how many manufacturers use or make pressed metal

parts, and thus look for the news on presses and dies; most of them will have a common interest in new metals, new tools, grinding, heat treating, rust proofing, plating, polishing. Yet this is but a skeleton of the technical information that has universal appeal to the maker of a metal or even part-metal article — regardless of what that article may be.

Thus, the common denominators of the broad field served by The Iron Age will naturally be the manufacturing processes — machining, stamping, forging, casting and fabrication. The industries employing these processes form a large, perhaps the largest division of the industrial market covered by any single publication.

The tremendous buying power of this field accounts for the great selling power exerted by The Iron Age, written for, sold to and bought by its important members.

**80%**  
SUBSCRIPTION  
RENEWALS

# THE IRON AGE

Division of UNITED BUSINESS PUBLISHERS, Inc.



*Seventy-fifth year*

239 West 39th Street

New York City



# There's No Unemployment Problem in Central Illinois

**The wage earners of Bloomington and Central Illinois are working every day, so we are all mighty happy.**

It seems like a miracle that we have escaped the unemployment situation with all its grave attendant problems, that has affected so many other communities.

A perfect balance between manufacture and agriculture provides a market that can be plotted from month to month with absolute accuracy.

***Our Factories Are All Busy and The Farmer's in the Field***

**The Daily Pantagraph**

BLOOMINGTON, ILL.

Representatives: CHAS. H. EDDY CO., New York, Boston, Chicago

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duced, better automobiles have been made and selling prices have been continuously lowered."

While Mr. Peed is not prepared to say that there will be any radical selling developments in his field, he does think that the time has arrived when selling methods must be modernized so as to make them match up more nearly with the goods.

"In my contact with dealers," he relates, "I often find that their methods and policies are far behind the merchandise itself. Quite often we find a dealer trying to sell a 1930 car in the way that he successfully used ten or fifteen years ago. But there is no mystery here, and the cause of the condition is plain. We all know that a certain amount of effort backed up with intelligence, properly directed and augmented by footwork, will produce certain results—provided, of course, that the product represented merits public confidence and acceptance. If I were asked to provide a plan for general automobile selling in 1930 I think I should prescribe more and better trained salesmen asking more people to buy."

The idea of having a scientific formula for automobile selling does not make any great appeal to C. H. Bliss, general sales manager of the Nash Motors Company. He believes there are already plenty of existing selling fundamentals that can be resultfully utilized, and that the greatest need is for intelligent and industrious (with emphasis on the industrious) application.

"I am going to make a statement," Mr. Bliss tells PRINTERS' INK, "that undoubtedly will be contradicted by others. This is that in my opinion the merchandising of automobiles is far less complicated than that of many other commodities."

"In the first place, it is not necessary for members of the automobile selling organizations to create a desire in the minds of the prospects for cars; for desire is already present. Selling, therefore, resolves itself down to a process of the dealer or salesman showing his prospect the real value of the

merchandise he has to offer.

"To accomplish this the organizations that are successful must work intelligently and make each hour of the day a productive hour. This has not been done in the past and probably will not be done in the future for some time except by those organizations headed by men who have applied existing and well-known business principles to all their activities. All this, of course, necessitates thoughtful, hard work. And those companies in the automobile business today, or in any other business, that are outstandingly successful are those who have worked the hardest."

"We in the Nash organization do not believe in forceful methods. We do believe however in methods of education that will help to familiarize our people with those principles which should be followed in any successful business. Therefore we are not putting into effect any innovations, either in the administration of the sales department or in advertising, but we are making a strenuous effort to help the members of our selling personnel in the field to conduct their affairs in an intelligent manner along the lines of accepted commercial principles."

"The profitable conducting of an automobile business today is no longer a problem of production; that time passed several years back, and now the big thing to be done is to put into effect better merchandising. Those who most completely observe the fundamentals in this direction will secure the largest volume of business."

If these three representative sales managers are accurate in their diagnosis of present-day automobile merchandising, it must be concluded that production is on a considerably higher plane than selling. But this does not mean that selling cannot catch up.

### Luggage Account to Central Agency

Dale Luggage, Inc., New York, has appointed the Central Advertising Service, Inc., advertising agency of that city, to direct its advertising account. Newspapers and magazines will be used.

# Silver Threads Among the Rope Strands

Once Again, a Spotlight Is Thrown on the Weakness of Color As a Trade-Mark

**C**OLOR, as the basis of a trade-mark, seems to have a fascination for many advertisers. It isn't particularly important to know why. But it is important to know that, under most circumstances, color constitutes a weak trade-mark device. The sooner certain manufacturers grasp this, the more quickly will they eliminate the possibility of spending huge sums to feature a trade-mark that may be protected only in an extremely limited way.

It was not so long ago that a decision of the Patent Office emphasized this point. In that case, it was brought out that a manufacturer making a line of kitchen and household tools had colored the handle tips blue. He succeeded in getting these blue handle tips registered as a trade-mark device in the Patent Office. He spent large sums advertising the blue-tipped line and sold enormous quantities of merchandise bearing this trade-mark device.

Then a second manufacturer in the same field entered the picture. He colored the tips of his line green and applied for trade-mark registration. He got it. And the assistant commissioner of patents, in so deciding, brought out the following point: Color constitutes a valid trade-mark when it is used in a sufficiently unusual way. But even when it is used in a manner distinctive enough to constitute a valid trade-mark, the protection extends *only to a single color*, or at least only to a single primary color.

In other words, it would seem as though there is nothing to prevent another manufacturer in this field from registering as a trade-mark a yellow-tipped line of kitchen tools, another a red-tipped line, still another a black-tipped line, and so on.

Such things don't happen? Let's turn to wire rope.

The A. Leschen & Sons Rope Company is the owner of a trade-mark consisting of the use of a red strand in wire rope. The American Steel and Wire Company of New Jersey, which also makes wire rope, uses a silver strand as a trade-mark. It asked the Patent Office to register its trade-mark. The Leschen company opposed the registration.

The goods are of similar descriptive properties. The two trade-marks are different only in the respect that one consists of a red strand and the other a silver strand. The question arises: Is the difference in color sufficient to prevent confusion or mistake in the mind of the public?

The examiner of interferences at the Patent Office answered that question with a decisive "no." In other words, he sustained the opposition of the Leschen company. The case was appealed and the current decision was handed down by the Commissioner of Patents. This official reversed the decision of the examiner and held that the American Steel and Wire Company is entitled to register its silver strand trade-mark.

In coming to this conclusion, the Commissioner of Patents cited a group of important decisions handed down by the Supreme Court of the United States and other Federal courts. His quotations from these decisions are too lengthy to permit publishing them here, but excerpts from them ought to serve the purpose of clearly demarking the limitations of color as a trade-mark.

"A colored streak . . . of any color . . . was held by both courts, and we think properly, too indefinite to be the subject of a valid trade-mark. Certainly a trade-mark could not be claimed of a rope, the entire surface of which was colored; and if color be made the essential feature, it should be





**W**E make this a standing offer,  
for the next 90 days (or longer).

Pick out the names of 500 druggists  
in any state.

Mail them a letter asking them what  
drug magazines of national circu-  
lation they receive and which is  
their first choice.

If American Druggist doesn't lead  
on both counts, we'll send a check  
to cover cost of the questionnaire.



Hearst Bldg.  
Chicago



**AMERICAN  
DRUGGIST**

57th Street at Eighth Ave.  
New York



Statler Bldg.  
Boston



so defined, or connected with some symbol or design, that other manufacturers may know what they may safely do. . . . Even if it were conceded that a person might claim a wire rope colored red or white, or any other color, it would clearly be too broad to embrace all colors." (Supreme Court of the United States.)

A colored strand, not restricted to any color, is not a valid trade-mark. If the trade-mark is valid, it is so because, and only because, it is limited to a red stripe or strand, and that limitation permits the use by others of wire ropes with strands of other colors, and the defendants do not infringe that trade-mark because they use a yellow strand." (Circuit Court of Appeals, Eighth Circuit.)

With this decision to support him, the Commissioner of Patents continued:

"Now if the opposer's (Leschen) mark, by being limited to a red stripe or strand, permits the use by others of wire ropes with strands of other colors, then it would seem to follow that the applicant (American Steel & Wire) has the right to use its silver strand as a trade-mark, notwithstanding the opposer's red strand trade-mark, and if the applicant possesses the right to use its silver strand, no good reason is apparent why said mark should not be registered."

Then comes the interesting feature of the Commissioner's summation. "As additional evidence," said he, "that it is common practice for manufacturers of ropes and cables to identify their goods by the use of distinctive strands of different colors, and that a number of trade-marks have been registered consisting of colored strands woven into the ropes or cables, there have been stipulated into the record the names of the following companies:

"Macomber & Whyte, in which the rope comprises a white strand; Waterbury Company, in which the rope comprises a green strand; Broderick & Bascom, in which the rope comprises a yellow strand; Wickwire-Spencer Company, in which the rope comprises a gray

strand, and Williamsport Company, in which the rope comprises a purple strand."

There you have it: For perhaps thirty years, the Leschen company has featured as its trade-mark, its red strand rope. Like all trade-marks, that color device was adopted to indicate the origin of the product. But how well does it do that job, when ropes made by competing manufacturers have strands colored yellow, gray, purple, green and silver?

That ought not be difficult to answer.

### Vaughn Flannery Lectures on Styling

The Art Directors Club of New York presented the first of its series of lectures on Monday evening at the Home Making Center, Grand Central Palace, New York. The lectures this year follow a new plan. The committee has built a program around one central theme—styling. The five speakers scheduled for the series will each present a different sequence in the art presentation of modern merchandise.

The speaker on Monday evening was Vaughn Flannery, art director, Young & Rubicam, Inc. His subject was "Styling Modern Merchandise."

For the purposes of his talk Mr. Flannery gave a definition of styling. He said, "Style concerns all things in which appearance is any factor at all." He added that he found manufacturers more interested today in design than any other single phase of their businesses. "Manufacturers," he continued, "should forget that design comes from artists. Let them drop all thoughts of trying to be 'arty' and put their design plans on a dollar and cents basis. There is enough reason in this basis alone to warrant a change for the better."

There are three agents affecting industrial design, according to Mr. Flannery. These are the manufacturer, the industrial designer or engineer, and the advertising agency. As an industry fully cognizant of the benefits of good design he cited the motor car industry. One group he felt to be behind in its possibilities is home design—particularly furniture. He advised manufacturers, in making up their budgets, to include funds for experimental design.

"The advertising agent," he said, "can assist greatly manufacturers who are backward in accepting ideas of better design and style. But there is one caution. There is a tendency today to stampede to pseudo-modern design. The modern period should not be promoted at the expense of good design. Finally, functional utility and good design must be supplemented by fashion."

L. Irwins, who was formerly with *The Mentor*, has joined the advertising staff of *The Literary Digest*, New York.

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***A Mighty Bridge!*** From past to present—and on into the future, records kept on **STONEWALL LEDGER** go steadily on undimmed by time, undaunted by rough handling. Its rugged strength emerges unscathed from ruler, bookkeeper, file clerk. Its easy printing and ruling qualities make for clean-cut legibility. Its leathery texture keeps records clear through years of storage.

Sturdy and pliable of quality, yet reasonable in price, **STONEWALL LEDGER** is a leader in its class.

# Stonewall Ledger


*"Note the Tear and Wear as well as the Test"*

# NEENAH

## PAPER COMPANY

*Neenah, Wisconsin*

SUCCESS BOND  
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NEENAH BOND

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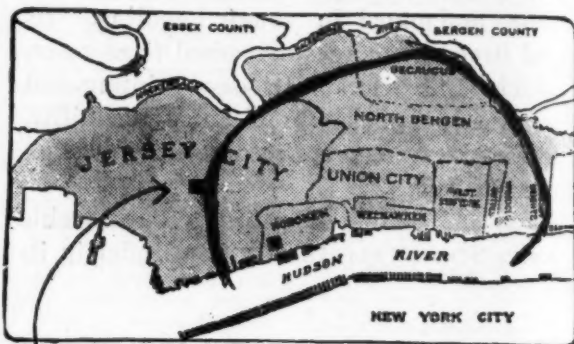
GLACIER BOND  
STONEWALL LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



# "OBSERVER CITY"—

A TRY-OUT TERRITORY  
OF METROPOLITAN CALIBRE



This is "OBSERVER CITY"

in

## Hudson County, NEW JERSEY

Covered by the

### Jersey Observer

Largest  
sales in the  
county

A.B.C.

Offices

Hoboken

Jersey City

Union City

National Representatives

GILMAN, NICOLL & RUTHMAN

New York Boston Chicago Detroit San Francisco

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tising of ours showed, not that advertising would not pay, but that the particular way we advertised probably was not best suited to our needs," explains Mr. Kenyon.

"Considerable study finally indicated that our clientele, being for the most part extremely wealthy, could best be reached through magazines—even though most of the circulation of those publications was national and only a small proportion of it in the section we served.

"Our next conclusion was that it would be better for us to use large space in a small number of publications than to run small space in a larger group. So we cut our previous list and increased the remainder to half pages monthly.

"We soon found that these two ideas were sound. Business increased. And today, instead of just a few publications, we are using large space in about a dozen leading magazines, plan to increase to pages, and are experimenting with newspapers. But the major success of this advertising lies, I feel, in that it opened to us several merchandising ideas that we otherwise might never have met."

The first of these was the development of what has become practically the basis of Plummer's merchandising—the thought that "nowhere else in America can this pattern be seen." For, against this background, local business has been expanded and a national business has been built.

In May of 1929, Plummer advertising pictured to consumers in the publications then being used an old Chinese Famille Rose Service. Under the headline that since has become practically a slogan ran this copy:

Webster went in for lexicography and made good. Plummer's saw more promise in China and Glass and is getting on nicely. Yet you can go to either one for the meaning of "exclusive" and be happy with what you find. For here at Plummer's are beautiful patterns in China that cannot be bought at any other store in America! They are "exclusive" with Plummer's! The purpose, of course, is to enable patrons to avoid duplication in the gifts they make and the services they place upon their own festive boards.

This advertisement did three things for this retail store:

1. It brought customers into the store from the local metropolitan territory;

2. It brought people into the store from all parts of the United States, and

3. It brought mail orders from all over the country.

Further, it aroused such a definite general interest that European potters gave Plummer's exclusive rights to much quality china and glass because of the advertising and distribution which this store provided for anything it handled on such an exclusive arrangement.

"This was the beginning of what has become our major sales appeal," says Mr. Kenyon. "We now had something for which to make the Plummer name stand, in addition to general prestige of long service. With 'nowhere else in America can this pattern be seen,' we placed our merchandise in a position by itself. And with it we not only had the strongest possible appeal to a wealthy clientele, but we also had a national appeal. For with such merchandise we quite naturally could serve a national market.

"One development of the basic plan was with what we call Modern Lowestoft. This, the result of the discovery of a secret formula last used by the Copeland Spode factory in 1805, is a china made in England in limited quantity. Our method of merchandising it carried the basic exclusive plan a step farther than it could be carried with most other merchandise in our store.

"By advertising how antique Lowestoft is becoming more and more unobtainable and how older families treasure it as heirlooms, we created around the modern china the idea that with it comes the opportunity for families of wealth to provide for their descendants a type of heirloom to be even more treasured by future generations because it bears the family's own crest or monogram.

"So, as we do in all our advertising, we mentioned price along with other features, and built up a

Apr. 17, 1935

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Apr. 17, 1930

PRINTERS' INK

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## HIGH SPEED WITHOUT LOWERING TYPOGRAPHIC STANDARDS



OURS is a day-and-night, 24-hour service. Yet, we are not selling speed, but giving it. Speed is important, to be sure. However, it is imperative that modern typography shall have those finer creative touches of design and detail which "hand-tailor" strength, charm and vivid expression into an advertisement.

# LEE & PHILLIPS, INC.

## *Typographers Who Prove It With Proofs*

228 EAST FORTY-FIFTH STREET, NEW YORK



Successors to

MONTAGUE LEE, INC.      FREDERIC NELSON PHILLIPS, INC.      GRAPHIC TYPESETTING CORP.

CAXTON TYPOGRAPHERS, INC. (Formerly Wiener Typographic Service)

prestige for this china. As a complete set costs about \$2,000 and as it takes six months for production, our market was the socially elect—families of money as well as lineage. This individual campaign once more proved that we could profitably advertise nationally, for upward of 400 leading families in every part of the United States became customers for this merchandise, as well as for merchandise which ranges down to less expensive glass and china."

From the last two years of advertising have appeared some interesting results in addition to the general widening of the Plummer market. In 1928, according to Mr. Kenyon, the company advertised monthly except in July and August.

"During these months it was felt," he explains, "that customers would be away and we could not expect to get sales from advertising during this summer period. But in 1929 we decided to run our advertising every month of the year. Comparisons with 1928 were striking. For, with advertising, our sales gained 34 per cent over the same period of 1928 during which we did not advertise, and August sales were up 16 per cent. Despite market depression and a rather general talk of less business than usual, January and February of 1930 have shown an increase even over 1929.

"More specifically—a man came to our store who told us he had read one of our advertisements in a national publication. He bought \$300 worth of merchandise on that visit. Next day he bought \$3,000 more. Another man, from Chicago, came to us with a magazine in his hand, stating he had 'never before heard of Plummer's' until he saw the advertisement in the magazine. He placed a substantial order and since has repeated.

"Such results from national advertising, which was first aimed for local markets, are, of course, of concrete value. But they have an intangible value in addition. For they indicate that if a retailer is open-minded and experiments with advertising he will lay himself open for an influx of new ideas. Our exclusive pattern merchandis-

ing plan and our crested family china campaign, which have helped give us national distribution, came to us because we put ourselves in the way of them through advertising, instead of sticking in a well-worn groove and believing from earlier results that national advertising would not work for us."

## The Further Adventures of a Captious Cub

April 11, 1930.

Editor of PRINTERS' INK:

Of course you know that two days after your issue of March 6 (containing my article "Thanks for the Ladder, Mr. Metzger—But the Rungs Are Greased" by a Captious Cub) was out, you called up to notify me that you had received a wire offering me a copy job update. Maybe you wondered why I didn't write to thank you for your kindness. Well, the truth is that I was waiting for returns from west of the Rockies, so I could tell you all about it in one letter.

Guess what? I didn't get any offers from the Pacific Coast, but I did get a proposition from an advertising man all the way from Germany! How's that?

I wasn't in a position to do anything about the first offer, and it's too soon to know about the second. But maybe they didn't help bolster up my morale!

If I'm not careful, this appreciation will sound like a paid testimonial, so I'd better stop. But there's no doubt that those two offers were a tribute to the far-reaching influence of PRINTERS' INK rather than to my ability to complain!

Gratefully yours,  
A CAPTIOUS CUB.

## Made Partners of Moreau & Rose

Harry G. Dwyer and Eugene A. White have been made partners in the firm of Moreau & Rose, Chicago, advertising printing. Mr. Dwyer has been with the company as a sales and contact man for the last six years. Mr. White, before joining the Moreau & Rose company, was with the former J. Roland Kay Company, Inc., Chicago advertising agency.

## E. H. McCarty Returns to Nash Motors

E. H. McCarty, former vice-president in charge of sales of the Nash Motors Company, Kenosha, Wis., is returning to the Nash organization after a year's absence as vice-president and general manager. He has also been re-elected a director of the company.

## Appointed by "The American Legion Monthly"

Frank H. Tyson has been appointed Detroit manager of *The American Legion Monthly*, Indianapolis.

# WHAT IS "DUAL-CONTROLLED" ADVERTISING?

*I*t is the creation, production and supervision of the complete advertising program by *one* organization.

Analyze your present advertising! Is every part of it under the same capable direction—controlled by men who are specialists in all branches of advertising? Or does it lack some measure of power—fail to some extent in its concerted drive for business—through a divided "command"?

Dual control places just the right emphasis, gets the most effective "appeal" in dealer-helps, trade-paper campaigns and consumer-letters—just as in the more "dramatic" space advertising. It demands the same results from every form of printed salesmanship.

Clients of this unique advertising organization\* enjoy the benefits of dual controlled advertising. No part of their program suffers from bias or from "passive treatment". Every part of it is directed toward the same goal of paying results.



*The* **PORTER CORPORATION**

*General Advertising*

88 Pearl Street Boston

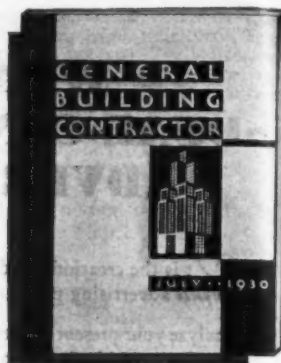
205 East 42nd Street New York

\*Affiliated with Dickie-Raymond, Direct-Mail Advertising, to render the unique dual-controlled advertising service already so successful for many nationally-known firms.



# IT'S ON THE WAY!

First Issue



## GENERAL BUILDING CONTRACTOR

**I**N a few short weeks forms will be closed, an important new monthly magazine will go to press. A little later and 5000 or more general building contractors will be reading the first issue with profound interest.

Every page will have their attention—close and interested attention—for them it marks a new advancement in their profession—a new service they have waited for. This first issue will possess the unique attention value of all “Famous Firsts.” Its coming will be an event—a big event in the affairs of general building contractors.

They will carefully check its advertising pages, gauging its value to them in that department. They will find there the advertisements of many of America's leading building product manufacturers.

Grasp this unusual opportunity to reach the big buyers in America's 4½ billion dollar primary building market—in the **FIRST ISSUE** of their own monthly magazine. Capitalize on the very special attention value of this July issue. Arrange now to have your copy in by May 20th.

« « For complete information communicate at once with » »

**F. W. DODGE CORPORATION**

Publishers of

**GENERAL BUILDING CONTRACTOR**

119 West 40th Street, New York, N. Y.

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## National Advertisers Ready for Convention

PROGRAM arrangements have been completed, except for last-minute changes, for the semi-annual convention of the Association of National Advertisers. The convention will be held at French Lick Springs, Ind., from May 5 to 6.

The speakers and their subjects have been announced by Stuart Peabody, general advertising manager of The Borden Company and chairman of the program committee.

They will be as follows:

Turner Jones, vice-president of the Coca-Cola Co., who will discuss "Where Are Your Customers?" which will be based on a study his company has made concerning the location of outdoor advertising and how these have opened the way to new discoveries concerning dealer outlets.

Martin L. Davey, of the Davey Tree Expert Co., will discourse on the basic appeal in advertising. David Lawrence, president of the *United States Daily*, will speak on "The Business Outlook." Amos Parrish, president of the Amos Parrish Co., New York, counselor to retail stores, will talk on the subject of "Style Trends in Merchandise in 1930."

T. F. Graham, first vice-president, The B. F. Goodrich Rubber Company, will talk on "My Slide Rule on Sales and Advertising." His topic is made more informative when it is explained that he was trained as an engineer before he became a sales and advertising executive. Bennett Chapple, vice-president, American Rolling Mill Company, will deliver an address on "The Part the Advertising Director May Play in Building Up Employee Morale."

Neil G. Borden, assistant dean of the Graduate School of Business Administration, Harvard University, will summarize the observations made during the last six years by the Graduate School con-

cerning the planning and preparation of national advertising. Specifically his subject will be, "What the Harvard Advertising Awards Have Told Us About National Advertising."

T. M. McNiece, manager of the sales records and research division of the National Carbon Company, will talk on "What Does Increased Sales Volume Cost?" Carle M. Bigelow, president, Bigelow, Kent & Willard, Boston, consulting engineers and sales counselors, will discuss "Why Business Needs a Distribution Director."

William Douglas McAdam, advertising agent, will have for his topic "The New Leadership in Business," which will discuss some of the policies from which these will come.

In addition to the set talks and schedules, there will be a speakerless session for general discussion of timely topics of interest to advertisers.

One evening will be devoted to a special radio meeting under the leadership of M. F. Rigby, Studebaker Corporation of America. A morning session will be devoted to seven group meetings under the following chairmen:

Expert advertising, Carleton Healy, Eastman Kodak Co.; drug products, E. B. Loveland, Stanco, Inc.; industrial advertising, Allan Brown, Bakelite Corp.; textiles, Allyn B. McIntire, Pepperell Mfg. Co.; food products, Stuart Peabody; household furnishings, William B. Griffin, International Silver Co.; and automobile supplies and accessories, H. C. Grimsley, Indian Refining Co.

The program also will include the semi-annual dinner of the association, for which plans will be announced later, and a golf tournament under the supervision of J. M. Holmes, A. G. Spalding & Bros. Ladies' entertainment will be under the direction of Hal Johnson, of The Wahl Company.

### D. W. Gibson with Jordan Advertising Abroad

Douglas Wood Gibson, formerly with the Ferry-Hanly Advertising Company, Inc., and later with Huber Hoge, Inc., advertising agencies, has joined Jordan Advertising Abroad, Inc., New York, in its new business department.

# Doing Something About Unemployment

Individual Cities Have Shown What Can Be Accomplished to Aid the Situation

By Roy Dickinson

IN New York on April 9, Julius Barnes, at a meeting under the auspices of the Survey Associates, called unemployment "a challenge and a stimulant." It has been called many other things by various people. Elsewhere in this issue there appears a talk made at the same meeting by Richard Deupree, vice-president of the Procter & Gamble Company. The head of this company, William Cooper Procter, guarantees forty-eight weeks a year employment to his workers. Mr. Deupree indicates that some unemployment is the fault of bad management.

No one accuses unemployment of being the fault of the man who suffers most by it. If the causes are found in deep-seated economic reasons which no one can reach the root of, surely no one is so hard-boiled as to deny that it is always a blot upon our economic system. No one has ever accused Owen D. Young of being a radical, yet he has called unemployment "the greatest economic blot on our capitalistic system."

Senator James Couzens told the Michigan Manufacturers' Association, in Detroit, at Christmas time: "I do not charge you men with being inhuman. I charge you with being careless, with being thoughtless of the result of your failure to solve this problem. I have a right to charge it because ten years ago I had the honor of being your Mayor when 150,000 men were laid off in a day by the snap of a finger at the command of industry and we, your city servants, were left to grapple with the situation. We were left to find a way to buy shoes and milk tickets, pay rent and send children to school. You passed it off like the water on a duck's back. But you paid for it."

And then the breezy Senator told them that whenever Government has to step in and do a job which manufacturers might have done for themselves they, the manufacturers, pay for it in taxes.

Some men in management have not let this talk run like water off their backs. In addition to doing everything possible to guarantee steady employment, they have co-operated especially in several cities in Ohio to take a commonsense view of the situation and do something about it instead of leaving it to someone else.

William Cooper Procter, city manager Sherrill, of Cincinnati, with several other men, are responsible for a commonsense plan which has done much to help conditions in their city. A somewhat similar plan is being operated in other Ohio cities. The committee which worked out the plan was formed when the business sky was clear and serene. It was formed, according to a statement made by city manager Sherrill, "to be devoted not only to caring for the unemployed and providing temporary employment for them, but to make a continuous scientific and comprehensive study of every phase of the unemployment problem, with a view to building up an employment technic that would stand the strain of panic times without the usual breakdown of employment continuity."

Ten sub-committees were formed by the local executives and civic leaders. These varied in size up to 100 or more. They consisted entirely of men who were conversant with the needs of the community. They handled definite and specific problems like employment exchanges, temporary employment, public works, co-operation of various agencies which employed men.



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# 16 Years

## Firestone

GAS · OIL · GREASING TIRES BATTERIES · BRAKE LINING

The Firestone Tire Co. has used  
DuraSheen Porcelain Enamel  
Signs for more than 16 years.

**T**HERE is not much sentiment in the sign business. Therefore when the leading sign users of American industry order and reorder DuraSheen Porcelain Enamel Signs year after year, it is unquestionably because of superior quality and value. If you want the finest type of colored outdoor signs made, get in touch with DuraSheen.

*The*  
**DuraSheen**  
Porcelain Enamel  
Lifetime Signs

# BALTIMORE ENAMEL

and NOVELTY COMPANY

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. - 200 FIFTH AVE. N.Y.

They co-operated with national and State bodies and got facts.

The question of getting the facts was the first job. When the census was taken at a time when high employment was the order it was discovered that 88½ per cent of the 106,583 employable persons in the city were employed, that 5 per cent were employed only on part time and that only 6 per cent were unemployed. As soon as the committee realized that depression was approaching they urged all employers to stagger their work if they were compelled to reduce production. Many employers co-operated by working a fewer number of days a week with the full number of men, rather than laying off men in order to run a full week with reduced personnel.

A special committee on temporary employment placed the needs for temporary work before more than 100 agencies, which led to immediate jobs for some people. The city employment exchange, which used to have two small rooms in the basement of the City Hall, has now more than two full floors in an old police station.

With all the education and all the work the committee did, there were still a number of people unemployed with no chance to find jobs. This was the problem that the committee adopted a special plan to solve. It was decided to give men of good character with families to support the first opportunity and they are sent out to do the sort of odd jobs in hospitals, churches, schools, and other public buildings. They are paid at the rate of 30 cents an hour from a special fund made up jointly by the city and the community chests.

Other special surveys are being made with a special reference to the local problems of industry in the immediate area.

Regularity of employment has been faced in this city as a management problem. Just as a commission on health and education, the city manager has drawn on management for the stabilization of work.

At the head of this committee is an employer with 10,000 people on his payroll to whom he guarantees forty-eight weeks of work each year. He didn't drop his guarantee overboard at the first sign of business uncertainty last fall. Thus his payroll became a steadying influence in the city, around which he and other progressive business men could build a commonsense plan in co-operation with city officials.

A somewhat similar plan has worked out in Dayton, in Cleveland and a number of other cities where there were a few strong men in business management ready to take the first step in this sort of commonsense co-operation. If twenty-five more cities would follow the Cincinnati plan, call in business men to apply their skill to the proper organization of caring for the most needy unemployed, several million dollars a week would immediately be added to national purchasing power.

It is an excellent time to start this virtuous circle going. Employment figures have definitely started on the up trend. A real push now would do wonders. There is a brilliant opportunity for a few live manufacturers in each city to jump into the situation by adopting the plan which Col. Procter has said "is so simple it is really stupid. We merely went at unemployment from the worker's point of view."

### Roland Cole to Engage in Special Writing

Roland Cole, a member of the editorial staff of *PRINTERS' INK* for nine years, has resigned to engage in special writing and research work in New York. He had also been with the McGraw-Hill Publishing Company, New York, the Yawman & Erbe Manufacturing Company, Rochester, N. Y., and the Ferro Machine & Foundry Company, Cleveland.

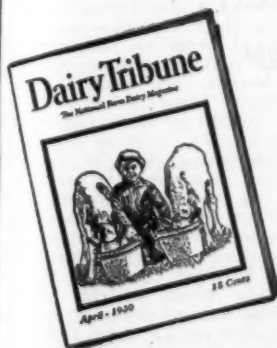
### Made Vice-President, Anfenger Agency

John D. McEwen has been made vice-president of the Anfenger Advertising Agency, Inc., St. Louis. He was until recently with the advertising sales staff of the Capper Publications at that city.

# "...ACCLAIMED"

I like your slogan "*More Feed from Fewer Acres—More Milk from Fewer Cows—More Money with Less Labor*". The tabulations of the yearly individual cow records of hundreds of thousands of cows on test in dairy herd improvement associations prove conclusively that the results indicated in that slogan can be achieved. The DAIRY TRIBUNE can do much to bring this about, but to accomplish these results in a large way it must have the support of many dairy farmers from every part of the country. If the first issue of your magazine is a fair sample of what that paper is to be I predict a brilliant future for DAIRY TRIBUNE.

*J. C. McDowell, Chief  
Division of Dairy Herd  
Improvement Investiga-  
tions, U. S. D. A.*



*We are now booking orders  
for space in October 1930,  
and subsequent issues*

## Dairy Tribune

Mount Morris, Illinois

Chicago—J. C. Billingslea, Inc.,  
123 W. Madison St.—Central 0465

New York—A. H. Billingslea  
101 Park Ave.—Caledonia 0607

**HUBER HOGE, INC.**  
*Advertising and Sales Counsel*

ANNOUNCE  
THEIR REMOVAL FROM  
415 LEXINGTON AVENUE  
*to larger quarters in the*  
LINCOLN BUILDING  
60 EAST 42nd STREET  
NEW YORK CITY

*April 26, 1930*

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# An Industrial Publication Score Card for the Space Buyer

It Will Help Sift the Facts from the Generalities

By A. J. Slomanson

Vice-President, Littlehale, Burnham, Rossiter, Inc. (Advertising Agency)

*msel*  
HOW can advertising space be purchased in industrial publications with more certainty of getting full value for each dollar expended? How can we be sure that we are reaching the right individuals in the various industries? How can we tell whether or not we are getting too much duplication of circulation in the different publications we use? These are only a few of the many questions industrial advertisers ask when purchasing space. And no one has been able to answer these questions intelligently for the simple reason that there is too much guess work involved; too much acceptance of abstract statements; too much personality space selling, and too much prejudicial space buying.

Further, there is an enormous waste of time devoted to the selection of industrial mediums on the part of advertising managers and agency space buyers, who so often are compelled to listen to the inevitable generalities expressed by the space salesmen. Obviously, it is important to listen to these solicitations, but inasmuch as the representatives are allowed to cover so much ground instead of being tied down to specific and pertinent questions, much time is lost, and too many general impressions are gathered by the buyers.

Some one will object, and say that the representatives can write letters giving all the necessary information about a publication. True! But every buyer of space knows that he cannot take the statements made by one publication, and compare them with other information given in another letter from a competitive magazine, and make an accurate comparison of both. It is impossible, because one letter will state generalities and facts which will be entirely

different from the information mentioned in another letter from a contemporary representative. Every publication has its own pet selling points.

These letters, although important because of some of the information they contain, are invariably read intolerantly by their recipients. Only the writers have a restrained admiration for the comprehensiveness of their work. Some of them will describe investigations made by their respective publications, and give the results of questionnaires mailed to 500 subscribers. Other letters will contain information about the prestige (another general statement) their publications have in their fields. Still others will be replete with disparaging remarks about their contemporaries. Then there are those letters which impress upon the readers' minds the value of the markets which the publications reach, and imply that their periodicals are outstanding because of these facts. In fact, these letters are likely to contain a mass of generalities.

It is pertinent facts that space buyers need to have and not a deluge of abstract statements.

The answer is a publication score card; one that will evaluate the comparative merits of different industrial magazines. To date, there has never been any system devised whereby fairly accurate comparisons are made and put down in writing, one factor against the other, to determine the superiority of one publication over another.

Realizing the need for such a card, the writer has prepared the accompanying one which probably can be improved upon by anyone who adopts it. For example, there could be a breakdown of Reader Interest to include readability of

articles and editorials, importance of subjects discussed, usability of material, i. e., whether practical or theoretical, applicability of ideas to readers' work, editorial influence on buying of advertised products by readers, etc.

An alternate standard of points could be used to include the factors contributing to the make-up of the magazine such as paper stock, its weight, printing qualities, type style, and appearance of advertisements opposite reading matter.

However, the following score-card includes the most salient yardsticks for evaluating industrial publications. It will enable the space buyer to make a more intelligent analysis and quicker selection of mediums in this field:

INDUSTRIAL PUBLICATIONS SCORE CARD	
EFFECTIVENESS OF MAGAZINE:...	45
Reader Interest (based on percentage of voluntary renewal subscriptions) .....	25
Responsiveness .....	12
Reputation of contributors....	8
CIRCULATION: .....	45
Net paid .....	15
Controlled .....	10
100% coverage of market....	7
Primary horsepower of industry covered .....	3
Reaching plants employing more than 20 workers.....	8
Reaching plants employing less than 20 workers.....	2
EDITORIAL CONTENTS: .....	10
Appealing to Administration Executives .....	6
Appealing to Engineers.....	3
Appealing to operators.....	1
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### Acquires "Furniture and Furnishings"

*Furniture and Furnishings*, Los Angeles, has been acquired by *The Furniture Reporter*, San Francisco. Ira B. Gorham, formerly editor of *Furniture and Furnishings*, has been made district manager of *The Furniture Reporter* at Los Angeles.

D. J. Williams, formerly publisher of *Furniture and Furnishings*, has been elected secretary of the Retail Furniture Dealers Association, Los Angeles.

### C. B. Gleason with Union Trust Company

Charles B. Gleason, vice-president and chairman of the new business committee of The Cleveland Trust Company, Cleveland, has resigned to become a vice-president of the Union Trust Company, of that city.

### San Francisco Sales Managers Elect Officers

At the recent annual meeting of the San Francisco Sales Managers' Association, Garnet J. Weigel, of the Knight-Counihan Company, was elected president. He succeeds F. Morris Rowles, of the Associated Oil Company.

Robert V. Chandler, Howard Automobile Company, was elected first vice-president, J. F. Gorman, Alexander Hamilton Institute, second vice-president and Richard Hilliard, The Paraffin Companies, third vice-president. William H. Culbert, Wells Fargo Bank & Union Trust Company, was elected secretary, and E. B. Jessup, General Office Equipment Corporation, treasurer.

Directors named for the ensuing year were: Archie E. Littler, James Keeling, Frank J. Kelly, Charles L. Bowman, and J. W. Laughlin.



Garnet J. Weigel

### Death of A. G. Towne

Arthur G. Towne, former president of Blake, Moffitt & Towne, San Francisco, paper distributors, died recently at the age of seventy-three. His two sons, James W. and Arthur W. Towne, are also connected with Blake, Moffitt & Towne. Mr. Towne was the son of James W. Towne, one of the founders of the company, and had been associated with the company for over forty-five years.

### C. M. Bunnell, Vice-President, Armstrong Electric

C. M. Bunnell, who joined The Armstrong Electric & Manufacturing Corporation, Huntington, W. Va., electrical specialties and hardware, last year as general sales manager, has been elected vice-president in charge of sales. His headquarters will be at New York.

### Boss Washing Machine to Key Agency

The Boss Washing Machine Company, Cincinnati, has appointed the Key Advertising Company, of that city, to direct its advertising account. Newspapers will be used.

### Appoint Toledo Agency

The National School of Meat Cutting, Inc., Toledo, and the Wolf Hatching and Breeding Company, Gibsonburg, Ohio, have appointed the American Advertising Agency, Toledo, to direct their advertising accounts.

# THE PHILADELPHIA RECORD

*announces the appointment of*

## THE KENNEDY COMPANY

*as special representatives in the*

## TRAVEL and RESORT FIELD

### 1929 Lineage

Hotels and Resorts.....	198,281
Railroads .....	97,122
Steamships .....	89,877
Tours .....	18,512
Local Transportation.....	20,632
Total Transportation.....	226,143

Total Hotels, Resorts and Transportation....424,424\*

*The unusual facilities of The Record's Travel and Resort Bureau are at the service of advertisers.*

*This Bureau is 25 years old and is recognized as one of the most complete in America.*

## THE PHILADELPHIA RECORD

\*Media Records

## Good Copy

A housewife often buys an article on the recommendation of a friendly neighbor—

Who knows exactly how she can use it, why she will like it, how much it costs, and where she can get it.

Good copy acts like a friendly neighbor.

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

## Typographical Truffles

CINCINNATI, OHIO

Editor of PRINTERS' INK:

For some time past we have endeavored to check up on results obtained by the eccentric use of type in advertising.

One of our dealers wishes to place one of his items in our advertisement up side down, or running parallel to the margin of the advertisement. This will, of course, be a curiosity arouser, yet we feel that this is not a profitable thing to do.

We are unable to point out specific cases to this retailer why this would be unprofitable, and I wonder if you could assist me by giving me specific cases and results obtained through this eccentric layout.

I. A. KOPP.

THE use of trick typography is usually prejudicial to the advertiser.

Of course, the bizarre use of typography to gain attention has its place in advertising, particularly at the present time. However, in most cases it will be noticed that the handling, while arresting, does not indicate a complete lack of restraint. Certainly it does not attempt the extremes which this retailer has suggested to Mr. Kopp.

There will always be people, who, knowing nothing of the mechanics of advertising and nothing of the art of layout or typography, will insist on having their ideas, no matter how unorthodox, carried out.

Good typography frowns on trick make-up. While tricks attract attention, that attention goes entirely to the trick idea. The product always suffers.

J. L. Frazier of the Seng Company in Chicago, made a statement about a year ago which is to the point. He said: "If you have nothing to say, then go in for freak type faces and try to cover up your dearth of ideas. If you do have something to say in print, dress up your ideas in clothes that will make them as attractive as possible, but do not allow the clothes to win over or infringe upon the attention that rightly belongs to the idea. This is the essence of really good typography."

PRINTERS' INK has always maintained that advertising is a long

time investment. It takes the simplicity of a sively that in sound PRINTERS

"Follow note of

"Elimination in distribution more efficient," said Turn advertising Company. Advertising merchandise, consciously, which, by study, reader's eyes whole history of a story of will be multiplication of

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time investment, not an overnight gamble. Therefore, nothing ever takes the place of continuity and simplicity in advertising. The history of advertising proves conclusively that the stunt has no place in sound business methods.—[Ed. PRINTERS' INK.]

### "Follow the Crowd" Is Key-note of Modern Distribution

"Elimination of waste and high cost in distribution is primarily a matter of more efficiently 'following the crowd,'" said Turner Jones, vice-president and advertising manager of the Coca-Cola Company in a talk before the Chicago Advertising Council last week. "Every merchandising effort should be consciously directed into those channels which, by evidence of thorough scientific study, reach the largest number of consumer eyes and ears," he declared. "The whole history of merchandising has been a story of following the consumer crowd and future development in distribution will be marked by more intensive application of this principle.

"Up until several months ago," he continued, "we of The Coca-Cola Company felt that the small dealer was just as valuable within the limits of his opportunity and ability as the preferred dealer. Many manufacturers still hold this viewpoint and merchandise their products accordingly. A study of our market, however, showed us that 30 per cent of the dealers were doing 60 per cent of the business. A second class of 35 per cent accounts for 30 per cent of the volume and the remaining dealers for the remaining 10 per cent.

"In view of this we have revised our merchandising effort to dealers. We reasoned that by far the largest possibility of potential increase lay with the preferred class of dealers. We have therefore increased the number of yearly calls upon them from two to four. The secondary dealers are now contacted three times annually; the last class twice.

"Analysis of the use of point-of-purchase advertising showed us that here, too, we could get better return on the dollar spent by more efficiently following the dealers who follow the crowds. In many cases we found that the best dealers were making less use of our window and interior displays than the weaker ones. We are now directing our point-of-purchase promotion more intensively to these stronger outlets."

In the matter of national advertising the same principle must be applied, Mr. Jones stated, showing by charts of carefully analyzed city markets, how the company has determined upon concentration of its advertising effort.

Advertising involves a dual responsibility on the part of seller and user," he said. "The former must deliver the greatest attention value, the best visibility within his power. And the advertiser owes an equal responsibility to put forth his best selling effort in his copy. If either falls down, both are hurt."



### WORLD MARKETS!

Out go the mails with "PUNCH"—"PUNCH" that everyone is waiting for, "PUNCH" that all English-speaking people respect as they respect their own flag... "PUNCH" with *your* advertisements in it. Back come the orders, orders from every corner of the world, for people who read "PUNCH" *trust* what is advertised in it. And out go the boats again with goods, *your* goods, selling to wider and wider markets, building your prosperity and success. Trade, more trade, comes of advertising in "PUNCH." We can prove it! Write to Marion Jean Lyon, Advertisement Manager, 80 Fleet Street, London, E.C.4, Eng.

# WANTED

## A Sales Manager for a Building Material Product

One of our clients, a large company of outstanding success in its field, is about to place a new product on the market under a separate organization. The man they are looking for will have the unusual opportunity of starting from scratch and building up his own plans and sales organization. He must, of course, know what he is about. He must have a record of proven ability in the merchandising and marketing of a building material selling through retail lumber and building supply dealers. The ideal man for this position is a young man of 30 to 40, now occupying an executive position with one of the outstanding manufacturers of building materials. This new position offers a wonderful opportunity of beginning with the plant construction and growing with the business.

Applicant must be willing to locate at whatever point may be determined as best suited for sales headquarters.

Full details of experience and idea of salary requirements should be stated in the first letter. Correspondence will be strictly confidential.

**THE ALBERT P. HILL CO., Inc.**

Advertising Agency

233 Oliver Ave. Pittsburgh, Pa.

## Steady Work—Management's Job

(Continued from page 6)  
months he nearly died.

He started to work and he has equipped every mill in the South with large storage tanks, and some of the tanks cost more than the mill, to store seed, and then he invented, or discovered, or found a way to keep that seed from molding or heating, which is the danger, until today he is equipped to run every mill he has, fifteen of them, the entire year. This year we are running three of them eleven months, and the reason we aren't running the others is because the Lord wasn't kind and didn't send enough seed in the locality to let us run them.

We haven't all smooth sailing in our business, but I am trying to make the point that once your mind gets running in a certain way, once you believe in this idea of striving for uniformity of employment, every time you touch an employment problem your mind runs toward that.

## Acquires Circulation of "The United States Banker"

*The United States Banker*, Washington, D. C., has discontinued publication with its January issue and its circulation has been taken over by *The Fifth District Banker*, Richmond, a magazine serving the Fifth Federal Reserve District, of which Washington is a part. William V. Branch is publisher of both magazines.

## P. S. Virden with Neo-Gravure Corporation

Frospère S. Virden has been appointed director of commercial sales for the Neo-Gravure Printing Company, a division of the Cuneo Press, Inc., New York. He was formerly with the sales staff of the Art Gravure Corporation, New York.

## H. W. Baukat with RCA Radiotron

Henry W. Baukat, formerly associate and technical editor of *Radio Retailing*, New York, has joined the RCA Radiotron Company, as editor of "Good News," the company's dealer publication.

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## Trade Commission Dismisses Calumet Complaint

THE Federal Trade Commission has announced that it has dismissed a complaint which it issued against the Calumet Baking Powder Company. The complaint charged that the company had made statements calculated to disparage competing products.

A number of sales executives have been awaiting the outcome of the case because it centered around a sales practice that is not uncommon. This practice consists of a dramatic test or demonstration conducted by salesmen for the purpose of proving the superiority of the products they represent.

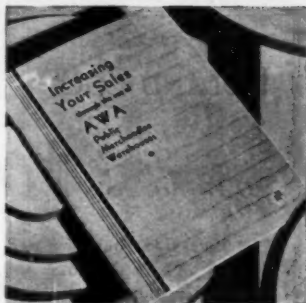
In the Calumet case the demonstration is known as the "water glass test." It has been used for more than twenty years by that company. Briefly, the test consists of mixing a small quantity of Calumet baking powder with an equal quantity of water. A visible chemical reaction occurs. The same test is then conducted with other powders and the reaction is considerably different. Of course, the Calumet salesman contends that the reaction produced by Calumet powder is evidence of its superiority.

The Commission, however, contended that the test did not prove anything at all. Therefore, it insisted that the test constituted unfair competition, and accordingly it issued a complaint. Two members of the Commission objected to the issuance of the order.

Although the Commission has decided to dismiss the complaint, its precise attitude toward these demonstrations and tests remains unknown.

### A. J. Vivrett Joins Skinner & Eddy Corporation

A. J. Vivrett, for the last eight years branch house and sales manager for the H. J. Heinz Company at Portland, Oreg., has resigned to accept the position of general supervisor of sales distribution for the Skinner & Eddy Corporation, Seattle, sales agent for the Alaska Pacific Salmon Corporation.



Hahn Millard Photo

## This is the Free Book Alert Executives Are Reading!

*Babson Institute requested 200 copies—manufacturers seeking national distribution find it extremely helpful—better send today for YOUR copy!*

Within a week you can establish branch house service anywhere you need it in 126 cities where A. W. A. Public Merchandise Warehouses operate. Send us your goods . . . put your sales force to work in any or all of our 126 major markets . . . we will do everything for you that your own branch house could do in the physical distribution of your goods! And we'll do it for less than it would cost you to operate your own branch houses!

We receive merchandise in carload or less-than-carload lots . . . store it as long as you wish . . . distribute it when and where you instruct us. Thus you can achieve strategic "spot stock" distribution throughout the United States, Canada, Cuba, Hawaii . . . and be able to deliver your goods quicker at less cost.

Many nationally-known manufacturers have successfully used our services for years to distribute their products economically. Such patrons are Beech-Nut, Bon Ami, Borden, Carnation Milk, Colgate, Comet Rice, Karo, Mazola, Argo, Linit, Flit, Vacuum Oil, Federal Match, Kotex, Hoover Sweeper, Lux, Rinso, Lifebuoy Soap, Mellin's Food, Postum, Ivory Soap, Quaker Oats, Tanglefoot, Vick's Vapo-Rub . . . and thousands of other products, made by manufacturers large and small.

Possibly the A. W. A. plan of distribution will help you! Send today for our booklet, and investigate!

Public Merchandise Warehouse Division  
**AMERICAN WAREHOUSEMEN'S  
ASSOCIATION**



1725 Adams-Franklin Building  
Chicago, Illinois



## ROLAND COLE

*For nine years a  
member of the  
Editorial Staff of  
Printers' Ink*

•  
Investigations  
Articles Books  
Merchandising  
House Organs Reports  
Sales Promotion

•  
Work from advertising  
agencies and other  
service organizations  
desired

400 WEST 119 STREET  
NEW YORK

## 600,000 Women Y. W. C. A. Members

are now planning

## Vacation Tours

and will need

## Vacation Supplies

Have you anything to interest  
women who spend from one month  
to ten weeks vacation with pay?

Write for plan of services of the  
Advertising Department of

## THE WOMANS PRESS

The official national magazine of  
the Young Women's Christian  
Association which reaches all the  
executives of the organization.

Address:

CLARA JANOUGH Adv. Mgr.

600 Lexington Avenue  
New York City

## Union Pacific Stages Plans Northwest Campaign

Union Pacific Stages has placed its  
advertising account for the Pacific  
Northwest with Gerber & Crossley, Inc.,  
Portland advertising agency. Copy will  
be used in the metropolitan dailies  
of Spokane, Portland and Salt Lake  
City. Dailies in more than a dozen cities  
of 5,000 population and over and in  
weeklies in thirty-nine towns of less  
than 5,000 population will also be used.

## Appointed by Consolidated Press, Ltd.

W. A. Reynolds, formerly Eastern  
United States manager of trade papers  
at New York of the Consolidated Press,  
Ltd., Toronto, has been made Eastern  
United States manager of *Saturday  
Night*, *Canadian Home Journal* and  
*Ontario Farmer*, also published by the  
Consolidated Press. His headquarters  
will continue to be at New York. He  
succeeds W. F. Tobey, resigned.

## Join Leon Livingston Agency

Allan A. Firestone and Lew Hoen  
have joined the staff of Leon Livingston,  
Inc., San Francisco advertising agency.  
Mr. Firestone was formerly advertising  
and sales manager of the Electric Maid  
Bake Shops, St. Paul, Minn. Mr. Hoen  
was formerly a member of the staff of  
the L. H. Waldron Advertising Agency,  
New York.

## Join Blackman Agency

John C. Greig and Eleanor Williams  
have joined the copy department of The  
Blackman Company, New York adver-  
tising agency. Both will be engaged in  
radio continuity work. Mr. Greig had  
been with the Barnes Press and Miss  
Williams previously was engaged in  
free-lance work.

## New Account for Elwood Robinson, Jr.

The Investors of America, Ltd., Los  
Angeles, has appointed Elwood Robin-  
son, Jr., Los Angeles advertising agency,  
to direct its account. Newspaper and  
outdoor advertising will be used.

## Burbank Paper Changes to Weekly

The Burbank, Calif., *Evening Tribune*  
has ceased publication as a daily paper  
and will be resumed shortly, appearing  
as a weekly under the name of the  
*San Fernando Weekly Tribune*.

## Joins A. D. V. Advertising Company

Jules Lippit, for the last ten years  
with the Decorative Art Service, New  
York, as one of its executive art di-  
rectors, has joined the A. D. V. Adver-  
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# 11 out of 13 show gains

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Of the first thirteen weeks of 1930 eleven show gains in net-paid circulation.

No big spurts or special drives, but just steady gains due entirely to editorial merit.

Both the paid-in-advance mail subscriptions (21,298) and the total net-paid circulation (23,933) are now at their highest peaks in Printers' Ink's history.

... Printers' Ink

# SELLING NEBRASKA'S 69%

Approximately 69% of Nebraska's population is rural. Consequently her greatest potential market is found among the farm folks, whose annual spendable income is \$500,000,000. Over 119,000 farm homes receive The Nebraska Farmer each week. 100,000 of this circulation is in Nebraska which gives practically four-fifths coverage of the total farm homes in the State.

The readers of The Nebraska Farmer have confidence in its editorial and advertising messages. They know that for the past seventy-one years this publication has been serving the rural interests of this state. The reliability of every advertiser is guaranteed and we make every effort to strengthen the friendly tie which binds our readers and our advertisers. Manufacturers wishing rural acceptance of their commodities should use The Nebraska Farmer, THE FIRST BUY IN NEBRASKA.

## THE NEBRASKA FARMER

Nebraska's Farm and Home Paper

Lincoln, Nebraska

Also

Publishers of the Nebraska Merchant and  
Trade Review

Nebraska's Trade Paper

*Nebraska Member  
Standard Farm Papers*

Country  
Capper  
Success  
New B  
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# FARM PAPER SUMMARY FOR MARCH

## COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby  
chick and classified advertising)

### MONTHLIES

	1929	1930
	Lines	Lines
Country Gentleman ..	72,686	67,613
Capper's Farmer ....	33,464	31,034
Successful Farming ..	29,412	28,175
New Breeder's Gazette	28,251	21,694
California Citrograph..	25,031	21,266
Farm Journal .....	23,754	20,685
Poultry Tribune .....	19,427	16,954
Country Home .....	20,271	15,657
Florida Grower .....	11,695	14,307
Amer. Fruit Grower..	10,113	10,927
New England Dairyman	9,193	9,366
Better Fruit .....	9,179	7,968
The Bureau Farmer ..	9,324	7,850
American Farming ...	10,367	6,798
Farm Mechanics .....	8,097	6,743
The Florida Farmer..	*9,801	5,192
Amer. Produce Grower	5,220	4,916
Iowa Farmer & Corn		
Belt Farmer .....	*4,584	4,549
National Live Stock		
Producer .....	5,328	3,917
Pacific Homestead ....	2,840	2,868
Farmers' Home Journal	2,083	1,885

Totals .....350,120 310,364

\*Two Issues.


‡Smaller Page Size.

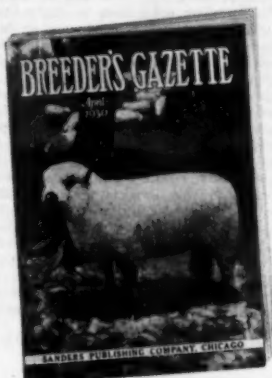
### SEMI-MONTHLIES

	1929	1930
	Lines	Lines
Dakota Farmer .....	53,678	49,340
Okla. Farmer-St'kman..	42,439	41,425
Hoard's Dairyman ...	37,471	39,140
Missouri Ruralist ....	44,784	35,400
Montana Farmer .....	38,598	30,709
Southern Agriculturist.	29,363	25,684
Southern Planter .....	25,058	24,655
The Illinois Farmer ..	29,171	22,907
Utah Farmer .....	18,456	22,151
Southern Ruralist .....	25,523	21,337
Western Farm Life ...	26,749	20,327
The Arizona Producer.	6,745	†14,961
Arkansas Farmer ....	8,553	8,737
Farmer & Breeder .....	9,273	7,976
Missouri Farmer .....	11,874	7,884
Southern Cultivator....	7,742	4,432

Totals .....415,477 377,065

†Larger Page Size.

A Standard Farm Paper  
Live Stock as Usual  
 Is Bringing  
Cash to Owners



You can reach this prosperous group of farmers

Breeder's Gazette offers to you the largest circulation in its forty-eight years of service to American livestock farmers.

Editorial excellence and outstanding quality of color printing and make-up give your advertising message unusual advantages. You start with the best prospects when you advertise in Breeder's Gazette.

## BREEDER'S GAZETTE

Purebred Record Building

Union Stock Yards Chicago

Representatives:

STANDARD FARM PAPERS  
Chicago

WALLACE C. RICHARDSON  
250 Park Ave., New York City

## A CHANCE FOR SOME CANADIAN

Head office of one of the largest Canadian advertising agencies, located in city of three-quarters of a million, and handling important international accounts, requires production manager, Canadian, to take full charge of ordering engravings, typography, artwork, printing, etc. The man we want has had similar experience in engraving and printing houses, or in advertising department or agency. He has a wide knowledge of engraving processes, composition, type faces and sizes. He can estimate printing. He is accurate and painstaking, and can supervise the whole process of production, from clients' approval to shipping of plates or printed pieces. He has executive capacity and can efficiently direct the group of men who comprise his important department. Some Canadian now living in the U. S. who would like to return to the Dominion will find this an exceptional opportunity. If you are now located in one of the larger American cities an interview can be arranged. (All our own staff who might be interested know of this advertisement.)

APPLY "O," BOX 97  
PRINTERS' INK

### Available

*A record-making and  
record-breaking*

### Sales Manager

### .. Distribution

### Director .....

HE has increased the sales of four nationally known manufacturers from ten to forty per cent in lean years. He knows sales management and sales promotion from eighteen years of successful experience covering every major line of wholesale and retail distribution. He will go anywhere that a real sales-building job exists, and wants to be paid on the basis of results. Address "W," Box 242, Printers' Ink.

### WEEKLIES

(Five Issues)

	1929 Lines	1930 Lines
Wallaces' Farmer & Iowa Homestead ...	63,823	85,402
The Farmer-Farm, Stock & Home.....	69,790	76,789
Nebraska Farmer ....	76,949	72,094
Wisconsin Agriculturist & Farmer .....	146,482	69,579
Rural New Yorker ...	67,306	62,344
Pennsylvania Farmer ..	66,521	62,177
Prairie Farmer .....	70,059	61,590
Ohio Farmer .....	66,742	60,735
Michigan Farmer ....	60,159	59,595
Kansas Farmer, Mail & Breeze .....	60,748	58,089
New Eng. Homestead..	58,635	51,197
The Farmer's Guide ..	49,489	48,984
Pacific Rural Press ...	51,360	48,554
American Agriculturist	45,398	47,320
California Cultivator ..	42,831	46,193
Progressive Farmer & Farm Woman .....	54,572	45,291
Farm & Ranch .....	49,770	41,240
Washington Farmer ..	134,971	133,725
Oregon Farmer .....	133,244	131,465
Idaho Farmer .....	136,469	130,911
Dairymen's League News .....	10,515	111,964
Totals .....	1,115,833	1,105,238

†Four Issues.

### FARM NEWSPAPERS

(Four Issues)

	1929 Lines	1930 Lines
Kansas City Weekly Star .....	42,364	35,657
Dallas Semi-Weekly Farm News .....	*17,376	9,085
Memphis Weekly Com- mercial Appeal ....	8,449	6,300
Atlanta Tri-Weekly Constitution .....	5,245	2,449
Atlanta Tri-Weekly Journal .....	3,809	1,026
Totals .....	77,243	54,517

\*Five Issues.

Grand Totals .....1,958,673 1,847,184

(Figures compiled by Advertising  
Record Company)

Theodore B. Creamer, formerly with Lord & Thomas and Logan, Inc., at Los Angeles, has started an advertising business under his own name at 453 South Spring Street, that city.

1930  
Lines

85,402

76,789

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133,725

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130,911

111,964

105,238

1930

Lines

15,657

9,085

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## "Master Farmers" Who Are Dairymen



OF the 36 men who have received the degree of Master Farmer in the States of New York and New Jersey, 18 read the Dairymen's League News. The significance of this will be more readily seen when it is realized that these 36 men include poultrymen, vegetable and fruit growers as well as dairymen.

Almost without exception, those "Master Farmers" in "The New York City Milk Shed" who are interested in dairying read the Dairymen's League News. To reach these leaders and the thousands of successful dairymen who have never received this honorary degree, you must use this outstanding dairy paper of the East.

No other approaches it in influence among the dairymen of this rich territory.



## DAIRYMEN'S LEAGUE NEWS

New York  
11 West 42nd Street  
W.A. Schroyer, Bus. Mgr.  
Phone Pennsylvania 4700

Chicago  
10 S. La Salle Street  
John D. Ross  
Phone State 3652

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George F. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLEND 6800. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GBO. M. KOHN, Manager.

St. Louis Office: 913 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
BERNARD A. GRIMES, News Editor

## EDITORIAL STAFF

C. B. Larrabee	C. P. Russell
E. H. Weiss	Andrew M. Howe
Arthur H. Little	Eldridge Peterson
Thomas F. Walsh	Don Masson
H. W. Marks	Allen Dow

A. H. Deute, Special Contributor

Chicago: G. A. Nichols  
Frederic Read  
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, APRIL 17, 1930

## With Fire or with Persuasion?

There is such an element of enthusiastic hysteria in many of the anti-chain store movements which are coming into being in all parts of the country that an unprejudiced observer is to be pardoned the belief that all anti-chain agitation will follow the anti-climatic course of the skyrocket. In their zeal, the agitators are mixing so much tommyrot with so little common sense that often they do more to defeat their cause than they do to help it.

A recent dispatch from Spokane, Wash., to the *Dry Goods Economist*, however, shows that there are some, at least, of the anti-chain men who realize the magnitude of their task and the necessity for using oratory of the persuasive rather than the pyrotechnic type. The dispatch says, in part:

More than 600 business men of this city met on March 4 and formed the Home-Owned Business, Inc., as an organization to promote home-owned and independently operated businesses in this city. . . . There is no "fight the devil with fire" attitude about this organization. Its sponsors simply feel that the chain organizations have been more awake to opportunity than have many of the independents, and it is believed time to arouse a keener sense of opportunity among independent business men, and a consumer consciousness of the splendid service the independents can and do give the public.

A wise chain executive will see in this type of effort far more danger than there is in the sometimes profane, often silly, and nearly always shrill effusions of the most vocative agitators. As *PRINTERS' INK* has pointed out before, the chains have lost, perhaps irreparably, their great opportunity to tell effectively by advertising the services that they perform for the consumer. They continued to make price the chief argument in their advertising long after they should have been convinced that something more than the price appeal is needed. On this battleground today the chains and independents stand on almost equal footing and movements such as that in Spokane, by their realization of this fact, promise results.

The danger to the independents lies in the fact that often they are so strongly convinced of the justice of their case that they let slogans do the work that should be done by less catchy but more weighty arguments. The battle that they are waging is a bitter one and promises to grow more bitter. The word, "slogan," comes from a Scotch word meaning "battle cry," but it is significant that the best fighters among the hardy Highlanders delivered the death blow with pikes rather than with words. A mighty effective weapon in any business warfare is advertising.

## Sales Sense and the Census

A little more selling sense might help the census enumerators in their present task. They are the salesmen for a useful and necessary product. The policy for their

house-to-Governm fails to purpose question individual difficult. Take two, th The e ask:

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house-to-house efforts is set by the Government. If the Government fails to explain to the prospects the purpose and reason of some of the questions, the work of the individual enumerator is made more difficult.

Take the matter of questions two, three and four for example. The enumerator is required to ask:

2. Whether home is owned or rented.
3. Value of home, if owned, or monthly rental, if rented.
4. Radio set? (yes or no).

There are undoubtedly good reasons why the Government wants to know how much rental a family pays or the value of the house the family lives in. Yet some people, in ignorance of the reasons behind the questions, wonder why they are required to answer, and how, if they own their homes, they are to go about determining the present value.

There is probably some good reason why the Government picked a radio set instead of an automobile, a vacuum cleaner or a new roof, but many people are wondering whether a tax on radio sets is contemplated or, if not, why the Government wants to know.

The census is a matter of real news. The newspapers, the broadcasters and all other mediums for transmitting spot news have indicated a willingness to co-operate with the Government in getting the story before the people so that the necessary task can be quickly and accurately carried out.

Wouldn't it speed the work if the officials in charge of taking the census should announce the reasons behind some of the questions which have caused an appreciable amount of comment and conversation?

### Procter and Un-employment

James J. Davis, Secretary of Labor, in a letter written on March 28 to S. S. Fontaine, of Benjamin, Hill & Company, said:

"Employment is one of the sore spots in our economic system. It has shown a tendency to be sick and ailing even when the rest of

the business body is in sound health. And just as a man with a weak heart or other affected function consults an expert for treatment of the injured organ, so I believe we must single out the problem of employment for special treatment in the future.

"Keeping our people employed is going to tax our best thought and efforts for years to come. In the end, I believe we are going to tackle it as we have many other great economic problems—in a thorough, scientific and successful manner."

If there is one man in this country who has given the problem of unemployment the "thorough, scientific" study to which Secretary Davis referred, and who has solved it in the "successful manner" he mentioned, that man is William Cooper Procter, president of The Procter & Gamble Company. As far back as 1882, Mr. Procter began work on the general problem of making labor's lot in life a little more pleasant and, particularly, its old age a little more secure. In 1923 this work culminated in a plan of employment which guarantees forty-eight full weeks' work to all employees who have been with the company for longer than six months.

The plan was described in detail last week by R. R. Deupree, vice-president and general manager of The Procter & Gamble Company, in a talk before the Survey Associates, which appears in full in this issue of PRINTERS' INK.

It is to be noted that the plan has been in operation for some seven years. It was in operation in 1927 which was characterized for a time by hesitancy in business. It has been in operation since the stock market crash of last November. It has received the test of time and it has come through with flying colors.

Nor has this been philanthropy. Says Mr. Deupree: "It has helped us in our business, and it has helped us better to plan our business. It has been of value. It has been a potent factor in reducing cost per unit."

We believe that the develop-

ments of the last few months are going to focus attention on what Mr. Procter has done. We believe that other industrial leaders are going to see whether the "Ivorydale plan" of guaranteed employment can be adapted to their businesses. And when they do, we believe they are going to find that advertising is an essential part of that plan.

We say that because the plan rests on the bedrock of stabilized production. Stabilized production can be the result only of stabilized demand. And stabilized demand is one of the most important things advertising has created for Procter & Gamble.

Mr. Procter brought this out in a letter he wrote on April 3 to Sturges Dorrance, president of Dorrance, Sullivan & Company. "The stabilizing effect of advertising on business," said Mr. Procter, "is another of its important contributions. . . . It has tended to reduce the fluctuations in business activity. . . . Advertising in some form has been employed by The Procter & Gamble Company for over fifty years and has been a most important factor in its upbuilding of one of America's large industries."

### **Results Without Medals**

Here is a simple tale, but not without its point. Just a few days ago one of our staff writers was asked to call on a certain Middle West manufacturer, a leader in his field, in order to go over some material for a prospective article for **PRINTERS' INK**. This he of course did.

A little conversation back and forth developed the fact that the material dealt with the remarkable success this company had had in introducing a new product. To say "remarkable success" is, in this day of overworked adjectives, to put it lightly. In fact, so startling were the results that any account of them would read like a transcribed version of a press agent's dream—and would sound just about as convincing.

Our writer got enthusiastic.

"This article," he ventured, "should concern itself entirely with the exact method by which you got such results. Others will be interested in that. Play down the actual results a little, even though you have proof for them, for they are simply too good to be believed. Outline for us, if you will, the exact steps involved in your method of procedure." (Then to himself: "Don't miss a word of this next; it's going to be fresh, original thinking—the kind every one sits up nights trying to produce, but never does.")

But it wasn't. This program, the one which had accomplished in ninety days what it had taken a competitor fourteen years to do, had not one single original idea in it. In fundamentals, it might have been copied step by step from any one of twenty text books.

But in its execution—there lay its originality. That program had been so thoroughly dove-tailed and so carefully prepared for that, once underway, it unfolded like the magic carpet of Bagdad, and got similar results. Other than that there was no mystery, no originality in it—nor was any needed.

### **Appointed by L. C. Smith & Corona**

Herbert Sauer, formerly with The Hoover Company, Chicago, as editor of "The Hoover Manager," has been appointed by L. C. Smith & Corona Typewriters, Inc., New York, as editor of its dealer-sales publication, the "Smith-Corona Sales News." He was, at one time, manager of the window display advertising department of The National Cash Register Company, Dayton, Ohio.

### **Plans Campaign on New Cruiser**

The Burger Boat Company, Manitowoc, Wis., has appointed Advertisers' Service, Inc., Milwaukee advertising agency, to direct an advertising campaign on its new standardized "46" double-cabin cruiser. Magazines and direct mail will be used.

### **J. C. Kryger with Hawtin Company**

James C. Kryger has joined The Hawtin Company, Chicago, engraving, typography and direct-mail advertising, as general manager. He was formerly with the Ball, Kruienza & Kryger art studio of that city.

## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

40 EAST 34TH STREET  
NEW YORK

FOUNDED in the belief that reputation would follow a concentration of effort in serving with extra thoroughness the individual requirements of a limited number of advertisers.

Ten busy years have justified that belief, while the gradual development of personnel is making possible a slowly increasing list of clients.

**"NOT HOW MUCH, BUT HOW WELL"**

# A new connection is desired . . . . .

● by an executive who is returning to the well a United States and expects to be back g and New York City on the date this advertis ates, h ment appears. d prac the wo

He is an advertising and merchandising executive with a record of international performance, the available evidence which establishes his outstanding ability both as an unusual producer of substantial new business and as an efficient manager of existing business. Qualified to take his place among creators and managers of the most desirable type of advertising for widely varied products, his work produces practical results because his background is practical experience, as well as continuous, diversified study and theory. vertisi ans eff g Amer port m them cludes anager abroa f Englis tic, he set for e is doi rences e has l g fite ut also ore to ersistan

Those who agree that thoroughly proved ability as an organizer and fine salesman of merchandise of many different types and prices, is an extremely valuable asset in an advertising executive, will realize why this man has been a consistent record builder of the best kind of business for the advertising agencies with which he has been associated. e is no position and fina sponsi r comb out e

This man knows how to prepare sales presentations that impress and sell—and better t he is able to properly fulfill the consequent undertakings. regardi availabl

ing to the well as an intensive study of advertising and merchandising in the United States, he has studied the requirements and practices of the other major markets of the world—has organized and managed advertising, publicity, and merchandising as efficiently and effectively for leading American products in more than sixty foreign markets, having operated in some of them on the actual ground. His record includes the highly successful general management of a large advertising agency abroad.

English birth, young, clean-cut, energetic, he is a quick thinker who uses this as a set for thorough consideration of what he is doing. He is an able speaker in conferences or at sales conventions; believes he has learned an unusual amount during fifteen years of practical experience, but also knows that he will always have more to learn in the chosen field that has persistently held his interest.

He is now seeking a new position or proposition that provides interesting scope and financial incentive, with a thoroughly responsible concern (either domestic only or combined domestic and export), as account executive, advertising or sales promotion manager, or combination of the two. Unquestionable evidence regarding character and integrity is available. Address X Box 243 Printers' Ink

# Advertising Club News

## Sees Changing Trend in Advertising of Securities

There is a comparatively new trend in securities advertising, in the opinion of Edwin Bird Wilson, president of the New York advertising agency which bears his name. As he sees it, owners of industries on which securities are based are making known the underlying values of their securities and, more and more, they are paying the cost of such advertising.

"Industry has relied too much upon the underwriter and the dealer to advertise its securities," said Mr. Wilson, whose remarks were delivered before a meeting, last week, of the financial group of the New York Advertising Club. "This practice has resulted in an indiscriminating purchasing public and damage, in times of stress, to the highest class securities."

With further reference to the trend of industry control of security advertising, Mr. Wilson stated: "When one considers the importance to large corporations of maintaining public confidence in their securities as well as in their products and services, it seems surprising that more of this kind of financial advertising is not paid for by the great industrial and public service corporation themselves."

\* \* \*

## Pacific Clubs Prepare for Achievement Week Exhibits

E. C. Bechtold, president, E. C. Bechtold and Associates, has been appointed general chairman of Advertising Achievement Week for the Advertising Club of Portland. This week will be celebrated from May 25 to 31. All member clubs of the Pacific Advertising Clubs Association will participate in this activity.

Instead of holding district exhibits as was done last year, each club in the Pacific Clubs Advertising Association will conduct its own Advertising Achievement Week. This arrangement is intended to give a better opportunity for showing the most effective campaigns. No awards will be made during this week, but the best exhibits, selected by a committee of judges, will be forwarded to Spokane and exhibited at the district convention to be held in June along with other winning displays.

The Portland club will also incorporate in Advertising Achievement Week, its silver anniversary. The club will be twenty-five years old in May of this year.

\* \* \*

## Head Convention Committees of Milwaukee Clubs

Irving C. Buntman has been appointed chairman of the "On-to-Washington" Committee of the Milwaukee Advertising Club.

Miss Elsie Sultemeyer is chairman of a similar committee of the Women's Advertising Club of Milwaukee.

## Technical Publicity Group Elects Officers

At its annual meeting, last week, the Technical Publicity Association of New York elected the following officers in the association's coming fiscal year:

President: James R. White, of Jenkins Brothers; first vice-president, Leon H. A. Weaver, Superheater Company; second vice-president, J. R. Schmertz, Mathieson Alkali Works, Inc. and secretary-treasurer, George R. Holmes, S. K. F. Industries, Inc.

Elections to the executive committee were made as follows: Active members, B. H. Miller, J. Walter Thompson Company, and T. H. Bissell, of the International Nickel Company; associate members, J. F. Ahrens, Peaton Publishing Company, and F. C. Koch, Simmons-Boardman Publishing Company.

By unanimous vote, the association amended its constitution in a number of particulars, the most fundamental change being the admission of advertising agency men to active membership. Before the change, agency men were limited to associate membership.

The association is experiencing its twenty-fifth anniversary and plans the publication of a brochure to celebrate the event.

To close its season of 1929-30, the association proposes a golf tournament, for which specific rules, regulations and stipulations are now being formulated.

\* \* \*

## E. L. Saunders to Head Little Rock Club

Earl L. Saunders, secretary of the S. M. Brooks Advertising Agency, Little Rock, Ark., is the president-elect of the Little Rock Advertising Club. Other new officers will be: Kit Carlson and Joe Martin, vice-presidents, and Miss Leonora Wilson, secretary. R. C. Stark, E. D. Eichenbaum and Robert E. Wait will become directors. The new officers will be installed in May.

\* \* \*

## San Francisco Club Honors

### E. M. Epstein

Following the resignation of Elliot M. Epstein, for the last fifteen years counselor of the Better Business Bureau of the San Francisco Advertising Club, to accept a position offered by the State of California, a testimonial dinner was given in his honor by the board of directors of the club recently at the Stewart Hotel.



James R. White

Apr. 17, 1930

Eleventh

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## Eleventh District Holds Convention

THE progress of advertising and the development of the Rocky Mountain region were stressed at the convention of the eleventh district of the Advertising Federation of America, held last week at Casper, Wyo., as one of the outstanding services to which the district could devote itself. This keynote was sounded by Ralph H. Faxon, of Denver, retiring governor of the district. As an example of such service, reference was made to the work of the Colorado association which is at present engaged in the work of advertising that State. Other speakers and discussions at the convention centered around the part that advertising can play in aiding the business and cultural advancement of the Intermountain West.

William E. Bryan, of the Denver Better Business Bureau, spoke to the convention on the growth of radio advertising and emphasized the need of the services of well trained advertising men in the preparation of programs. Rev. P. K. Edwards, of Casper, addressed the meeting on church advertising, declaring that the church may avail itself of legitimate and worthy advertising provided it is handled skillfully and without sensationalism. Other speakers described the part advertising is playing in two of the Intermountain districts' progressing activities, dude ranching and the growth of beet sugar.

The following officers were selected by the convention: Morris D. Townsend, of Denver, publishers' representative for a group of Intermountain daily newspapers, governor of the district; Lester E. Cole, editor, *Montana Farmer*, Great Falls; William E. Bryan and A. J. Coats, secretary of the El Paso Advertising Club, were selected vice-governors. A secretary-treasurer and the 1931 convention city will be selected later by the governors.

The eleventh district includes the States of Colorado, Wyoming, New Mexico, Utah and portions of Texas and Montana.

## Advertising Affiliation Preparing for Convention

The program for the twenty-seventh convention of the Advertising Affiliation which is to be held at Buffalo, N. Y., May 9 and 10, has been arranged as in previous years with a series of sessions, each covering a specific subject. Arrangements for the speakers for two of these sessions have been completed. At the direct-mail session the speakers will be Homer J. Buckley, president, Buckley, Dement & Company, Chicago; Charles Austin Bates, Charles Austin Bates, Inc., New York advertising agency, and Dr. Felix Held, professor, Ohio State University.

Speakers for the "Better Retailing" session will include: Carl W. Dipman, editor, *Good Hardware*, New York; Benjamin Gross, president, Gross-Brennan, Inc., New York, and Charles R. Grundy, advertising manager, The Robert Simpson Company, Ltd., Toronto.

On the program of the opening session, Joseph F. Melia, publisher of the *New York American*, and former president of the Affiliation, will speak on "The Metropolitan Viewpoint." The Advertising Affiliation includes the advertising clubs of Akron and Cleveland, Ohio, Buffalo and Rochester, N. Y., Hamilton and London, Ont., and Erie, Pa.

\* \* \*

## Cleveland Bureau Re-Elects Dale Brown

Dale Brown has been re-elected general manager of the Cleveland Better Business Bureau. This year marks the eighth during which he has held that office. Louis C. West, president; P. R. Thatcher, vice-president, and Carlous E. Sullivan, treasurer, were re-elected. The following were named directors: A. V. Cannon, N. J. Clarke, C. P. McCahill, C. W. Mears, John P. Murphy, L. G. Oppenheim, G. G. G. Peckham, Frank M. Strock, S. A. Weissenburger, and Mr. West, Mr. Thatcher and Mr. Sullivan.

\* \* \*

## New York Club Golfers to Play

The Advertising Club Golf Association of New York is planning four golf tournaments this year. The first will be held on May 8 at the Westchester Country Club.

## P. F. Gatling with Norfolk, Va., "Ledger-Dispatch"

Peter F. Gatling, formerly with the advertising department of the Norfolk, Va., *Virginian-Pilot*, has joined the Norfolk *Ledger-Dispatch*, as manager of its Portsmouth office.

## Joins New Orleans "States"

George Simpson, formerly with the New Orleans *Item-Tribune*, has joined the local display department of the New Orleans *States*.



# The Little Schoolmaster's Classroom

HOW many in the Class share the Schoolmaster's delight in these stories about the ingenuity of some clever salesman? Few things seem more interesting than these accounts of how a little nimble thinking at the right moment put over a fine sale.

For instance, there is the story which W. H. Armstrong, assistant sales manager of the International Business Machines Corporation, tells of one of his men. To this particular man fell the task of selling an automatic clock system to a small-town school board in Minnesota. On the scheduled evening the venerable fathers of civic learning were gathered to give to this "clock man" the sort of solemn ear that only a small-town school board can give.

The salesman talked ardently and long—and well, he thought. He consumed some thirty or forty minutes of good Minnesota time, then sat down at what he thought was exactly the psychological moment. There was, however, no perceptible response; there was not even a word, adverse or otherwise, to indicate to a salesman's sensitive ear whether this crowd was actually spell-bound or hide-bound.

Being an experienced salesman he realized that psychological moments are elusive things at best and that some quick move would have to be made if the day were to be saved. So he stood up again, with the following remark: "Gentlemen, I fully realize that it is probably impossible for you to make the proper motion to purchase this equipment while I am still in the room. Therefore, I will retire while the motion is being made." Whereupon he did retire and the motion *was* made.

\* \* \*

No wise manufacturer runs the risk these days of having his product fail to deliver service and roller skates are no exception. Just as automobiles are tested, so are roller skates.

"Tested?" do some of the Class members ask who, mindful of the testing abilities of their offspring, doubt if there can be any substitute for the actual wear and tear of youth. Yes, replies the Schoolmaster, tested and tested under conditions worse than normal.

Winchester's copy to the trade explains that, to get roller skate perfection, its engineers employed a fleet of boy skaters to skate round and round a given block until the rolls of the skates wore out. As a result of these tests, Winchester perfected its roll construction. Experimentation did not end there, however, and boys are still kept skating as a constant check upon the quality and endurance of Winchester rolls.

\* \* \*

In any task of creation, how easy it is to overlook some seemingly unimportant detail!

A friend sends the Schoolmaster an unusual booklet. On the cover appears: "Milbrooks—Our New Name." Inside, the copy reads:

Well, we have a new official name! Now stop right where you are! We can hear what you are thinking even before you say it. NO!! The place has NOT CHANGED HANDS, not even one tiny bit. Mrs. Foster is still living, and rest assured Mr. Foster has not passed away. Nor have any new Fosters come into the picture. Our leases are not expiring and we do not expect to fail. Nor have we any intention of being merged with the National City Bank. We know the latter seems the thing to do, but we just are NOT doing it. Our prices are not going up, nor are they coming down. The bread will be sliced neither thinner nor thicker. Our pie is cut just as large as it ever was. You do get a bit of fine old Cheddar cheese with it now, but that was before the new name. Mayor Walker has been dining with us as often as usual, and as for President and Mrs. Hoover, we find them just the same.

No, we're very sorry, but there is no mysterious motive. We are improving and perfecting every possible detail of our business all the while. Why should we not improve the name if we can? We sincerely hope you will grow to like it. We do not expect to change it again. It at least has the advantage of being shorter. The word itself has no special significance. It is not the name of any individual. So, should any of our good

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# MAKING CONTACTS



Striking combination of clear, white raised glass letters and brilliant red neon tube is a favorite with many of the largest national advertisers.

## Where Buyers Buy

YOU can make many of the *unknown* readers of your newspaper and magazine advertising *known* consumers of your product or service . . . if you will plainly mark your dealer outlets with electric signs.

Start with Flexlumes for a few dealers . . . watch their sales grow . . . extend your electric sign program as its effectiveness and economy is realized.

Many of the most prominent and progressive national advertisers re-sell, rent or give Flexlume electrics to their dealers. Let us send you the complete details of our advertiser-dealer tie-up plan and submit color sketch, without obligation. FLEXLUME CORPORATION, 1066 Military Road, Buffalo, N. Y.

Flexlume financial responsibility, guarantee and nation-wide sales and service branches insure manufacturer-dealer satisfaction.



NEON TUBE  
RAISED GLASS  
LETTER EXPOSED  
LAMP or COMBINATIONS

SALES AND  
SERVICE OFFICES  
IN CHIEF CITIES OF  
U. S. AND CANADA

## Here's a young man BORN TO WRITE

Lately he has been writing the promotion for one of America's great newspapers, at a salary just fringing on five figures—and with substantial experience to make him worth it. Some publisher or agency searching for someone who can say new things with old words, who can tell a selling story that is convincing and never commonplace, ought to find it interesting, if not profitable, to look over this man's work. He'll make a valuable addition to any organization demanding sincerity, willingness, energy and much more than run-of-mine ability.

Address "A," Box 246  
Printers' Ink

### BUT, MR. PUBLISHER, There Aren't Enough Hypnotists to Go Around

This problem of increasing the lineage cannot be solved by searching for more high-powered salesmen with the hypnotic eye.

Your present staff of solicitors—if they are intelligent—can do the job when they are backed by plans and ideas that meet the advertiser's own marketing problems.

My experience with one of America's foremost space-selling organizations has proven that billing can be multiplied by the formulation of such plans and analyses.

This service is available either for one of the large publishing organizations such as Scripps-Howard, Hearst, McGraw-Hill and Crowell, or for several smaller publishers on a part-time basis. "B," Box 247

patrons notice anything about their food that seems different and not an improvement, the chances are if you will call the hostess on duty she will be able to get for you the same good food under Milbrooks which you have enjoyed for the past ten years under the name of Mr. and Mrs. Foster's Place.

It can be assumed that Mr. and Mrs. Foster are actuated by a good and sufficient motive in discarding a name that has been aged for ten years and adopting another name that, aside from being shorter, "has no special significance." Merchandisers in the Class will wonder about the wisdom of the change—but they will agree, readily, that the announcement is original.

However, the question that worries the Schoolmaster is this: Where is Milbrooks? For the booklet that announces the change of name reveals no street address.

Obviously, the announcement was intended for the Fosters' regular patrons. Occasionally, however, a piece of advertising finds its way into unfamiliar hands—just as has this unique booklet—and then most of its advertising value is lost.

In the present instance, the Schoolmaster, out of curiosity, sought the street address. The telephone directory discloses a Foster cafeteria—obviously not the right place. The classified directory lists two Foster tea rooms; and they seem to be nominated.

Remembering that not many prospective patrons in a highly competitive trade will resort to detective work, the Class may draw the moral: Don't forget to tell where you are.

\* \* \*

A friend of the Schoolmaster mentioned the other day that both he and his wife are stockholders in Canada Dry Ginger Ale, Inc. Then he pulled out a letter his wife had received from Betty Beldon, the Canada Dry hostess. The letter asked the recipient to be on the lookout for a book—the Canada Dry Add-A-Leaf Hostess Book—sent to her with the compliments of the company.

The Schoolmaster subsequently found out that Canada Dry ordi-

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# CONTACT MAN

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A certain New York agency would like to hear from men qualified for its contact work.

This agency is medium-sized and departmentalized.

It is engaged in a program of steady and sound expansion.

It is interested in a man of well-rounded agency experience, with thorough grounding in general account administration and client contact,—a man who is geared to high-grade national accounts,—a man who can work with and through copy, art and production departments to render intelligent service.

Salary sufficient to interest high type of man. Age,—30 years or over.

Please write fully to "N", Box 96, Printers' Ink.

## FOR SALE

### SUBSTANTIAL INTEREST

in

### Growing Up-State Agency

Officer of aggressive, strategically located agency is entering manufacturing business. Desires to dispose of his stock interest to an advertising executive who will actively succeed him. Splendid opportunity for young man desiring to build his own future in advertising business, or for seasoned executive desiring a change of environment. Confidences respected. Address "V," Box 241, Printers' Ink.

## AN EXECUTIVE IS NEEDED . . .

. . . one able to reorganize and manage an old and well-established printing and stationery company doing about \$1,500,000 business a year, in a growing Southern City.

☐ Good salary and a percentage of profit.

Address "Q," Box  
98, Printers' Ink

narly sells this Add-A-Leaf Hostess Book for \$1. However, it goes free to the women stockholders on the company's books and the company considers it a little friendly gesture that may more firmly cement the cordial bonds between the management and the woman stockholder. In other words, it never forgets that while she may be a stockholder she is also a consumer.

The Add-A-Leaf Hostess Book is attractively bound in leather and contains recipes and entertainment suggestions. However, it contains more of the latter and is designed to assist the hostess more as a hostess than to give her a long list of recipes for ginger ale consumption.

It is also interesting to note that the woman golfer who makes a hole-in-one is on a par (sic) with the women who own stock in the company, for in addition to the special trophy package of Canada Dry and the certificate, the woman who makes a hole-in-one also receives a complimentary copy of the Hostess Book.

Most of the large companies in this country have sought to win the interest and good-will of their stockholders in various ways, but the effort of Canada Dry to interest its women stockholders is particularly exemplary. Probably other companies have made similar overtures but, if so, the Schoolmaster's memory is bad. At any rate, it is "good medicine" for a company to make its women stockholders aware that it values their faith in the company to the extent that it goes out of its way with a little courtesy gesture that is quite becoming. Women like that sort of thing.

\* \* \*

It looks to the Schoolmaster almost as if Dodge Brothers had precipitated another advertising trade battle when they advertised "buy steel bodies and save the trees." The lumbermen don't like the idea at all. With the memory of the action of the sugar and confectionery people fresh in their minds when Lucky Strike asked to be reached for, the lumbermen

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## J. J. Martin Advanced by Wide-Awake Agency

John J. Martin has been advanced to the position of vice-president and account executive of the Wide-Awake Advertising Agency, Inc., Chicago. Mr. Martin has been a member of the copy staff of this agency for the last two years.

# How do agency men get promoted?

Yes, some of them get the "breaks" . . . Others push themselves ahead with sheer nerve . . . and a few do it with "pull." But most promotions in advertising agencies—as in other businesses—are the result of work well done . . . Not many men get ahead in advertising without having something on the ball . . . They know *advertising* . . . They can talk intelligently about markets, mediums, questionnaires, coupons, headlines, logotypes, halftones, testimonials, superlatives, tests, consumer acceptance, chain stores, consumers' contests—these are only a few of the things they must understand . . . How do they learn these things?

Experience, of course . . . Observation . . . Imagination . . . and, almost always, **PRINTERS' INK** . . . Helping hand to the agency man—in- dispensable tool of the man who has served his apprenticeship.

PRINTERS' INK, 185 Madison Ave., New York

I want to keep in touch with the things that every advertising agency man must know. You can bill me for \$5, covering one year's subscription to the Weekly and Monthly.

Name.....

Address.....City.....

Business Connection.....

## DO YOU SELL TO A SMALL FIELD?

The economical way to produce the small edition catalog or illustrated price list is to use the photoffset process. Preliminary costs low as compared to cost of typesetting, make-ready and engravings. We can work from typewritten copy, reducing it to the equivalent of 6-point or 8-point type. One or two colors. Any quantity from 100 up. Any size up to 11 x 17. Write or telephone.

**JOSHUA MEIER**

11 W. 42nd St., New York, N. Y.

## Successful Advertising Need Not Be Costly

—as I can demonstrate. I have recently left a nationally known New York agency to free lance my 12 years' experience in making advertising *sell more* and *cost less*. To advertising-printers, agencies, and businesses whose advertising must be both successful and economical, I offer effective copy and plans (direct mail, newspaper, radio) on a moderate fee basis. Address "Z," Box 245, Printers' Ink.

## WHO WANTS ME?

Advertising-sales promotion and mail order man wants a job as copy chief or copy writer with medium sized advertising agency or manufacturer.

Ten years' experience on over forty accounts. Able to pick the most effective sales angles—put human interest into them—and build the story convincingly. Looking for a job with a big future as I have real ability and want to get somewhere. American, Christian, 38, salary \$6,000.

Address "Y," Box 244, Printers' Ink.

**Door-Knob Envelopes**  
for **FIRST Class**  
house-to-house  
**DISTRIBUTION**  
Send for SAMPLES  
and Price List!  
CHAMBERLAIN ADV. SYNDICATE  
Makers and Sole  
Distributors  
276 W. 42nd St.  
N. Y.  
Tel. 9700

have already passed resolutions, talked of reprisals. Trees can be regrown, they say, and our lumber resources will last longer than our ore. Government estimates are being cited—that iron ore may be exhausted in twenty years, that reforestation has made such progress under the lumbermen's management, that forests will be made almost inexhaustible. They also are insisting, and may advertise the contention, that wood frames are superior.

The Schoolmaster is a lover of trees. He was all set to reach for a steel bar instead of a forest monarch, and now the lumbermen intimate they don't want the Dodge company to help save the forests. It is all very confusing, and the Schoolmaster wishes somebody would tell him exactly how the forest situation stands. It looks like a logical advertising job for the lumber industry.

## Lawrence Raymond with Los Angeles Financial Paper

Lawrence Raymond, formerly account executive with the California Advertising Agency, at Los Angeles, is now advertising manager of the Los Angeles *Commercial & Financial Digest*.

## Portsmouth, Ohio, Papers Merged

The Portsmouth, Ohio, *Times*, recently purchased by the Brush-Moore Newspapers, Inc., has taken over in consolidation the Portsmouth *Sun*, the *Sun* suspending publication.

## \$100.00 for a Copy Idea

A southern advertising agency is seeking a copy idea to effectively advertise high-test and straight gasoline in the same advertisement. From this idea a series of advertisements will be worked out by the agency. If your idea is accepted by the advertiser you will receive a check for \$100.00 immediately. All ideas submitted and their source will be kept in strictest confidence. Address "T," Box 99, Printers' Ink.



**MODERN**  
or conservative subjects and "what have you", all shown in gala array in Hux latest catalog. Choose 'em from nearly 2,500 subjects. Write now for your copy enclosing one dollar deposit—refunded with first order.

**Hux Cuts, 11 W. 42nd St., N.Y.C.**

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## Appoint Fitzgerald Agency

The Jackson Brewing Company and the Canal Bank & Trust Company, both of New Orleans, have appointed the Fitzgerald Advertising Agency, of that city, to direct their advertising accounts.

## C. T. Croucher with Consolidated Press

C. T. Croucher, until recently an account executive with Albert Frank & Company, New York advertising agency, has joined the Consolidated Press Ltd., Toronto.

## J. W. Connolly Starts Own Business

John W. Connolly, formerly in charge of special advertising with the Seattle *Post-Intelligencer*, has established an advertising business under his own name at Marysville, Calif.

## Japha Agency Incorporates

The Japha Advertising Agency, Buffalo, N. Y., has recently incorporated. Officers of the corporation are: Frank G. Japha, president; Richard E. Krathwohl, vice-president and treasurer, and Earl C. Harris, secretary.

## With Los Angeles Typographer

B. D. Morris has been appointed vice-president and general manager of Vigers, Inc., Los Angeles typographer.

## PUBLICITY

INDIVIDUAL, BUSINESS  
ORGANIZATIONS

Phone WI 5conain 9144

JOHN A. MORAN

and Associates

140 WEST 42nd ST. NEW YORK

## Are YOU this man?

Somewhere there is a seasoned advertising man who has been able to earn a satisfactory income through his ability to create and sell direct mail advertising.

He now sees greater possibilities for himself in being able to also offer his accounts a general advertising service.

For such a man—a proven producer with the desire to broaden—we have an unusual opening.

His direct mail business will be handled satisfactorily and he will have at his disposal the experience, talent and co-operation of a young, successful agency.

This is NOT an advertisement for "another salesman." It is a real opportunity for the right man.

Address "M," Box 95, Printers' Ink

## frank a EBOLI studio

11 East 27th St. New York  
Telephone Ashland 5293



## "GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

Toronto..... Montreal..... Winnipeg..... Vancouver..... Hamilton..... London, Eng.  
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

## Multigraph Ribbons Re-inked

Our *SUR-F-ED*

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 2 Ribbons  
to be Re-Inked  
at our Expense

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### RADIO COMIC STRIP!

Snappy original series of gripping episodes; effective any time in any territory against strong opposition. W. J. Connolly, 234 Cambridge Ave., Jersey City, N. J.

#### OBTAIN MAIL ORDERS, CANVASSERS thru newspaper (classified want ads) and magazine advertising.

**MARTIN ADVERTISING AGENCY**  
274 West 43rd St., New York, Est. 1923

**ADVERTISING SALESMAN**—Old-established advertising agency with complete service equipment and all recognitions, will finance salesman who can produce business on 50-50 basis. Replies held absolutely confidential. Box 807, P. I.

**BUY OR SELL**—If you have a patent medicine business that is live and has some business we would like to hear from you. We are dealers in proprietary articles, buy or sell. Address Cushman Drug Co., Vincennes, Ind.

**I Can Increase Your Circulation**—Don't want a position, salary, or drawing account. A reasonable fee for what you get. Complete subscription campaigns planned and executed. O. F. Byxbee, Circulation Counselor, 231, So. La Salle St., Chicago.

#### DESK OR OFFICE SPACE in New York City

appropriate for publicity, sales promotion or Advertising Agency or Agent seeking accounts in the building equipment or real estate fields. Miss Embree, 20 East 41st St.; Street Floor.

### WANTED TO BUY

Food Products company in small Mid-Western town. If you have a company that needs capital and a man to take over your sales, give details. Replies confidential. Box 823, Printers' Ink.

### EMPLOYMENT SERVICES

#### ● WALTER A. LOWEN, Pres. ●

Vocational Bureau, Inc. (Est. 1926)  
Serving America's leading Advertising Agencies and their clients as "A Clearing House for Advertising Workers."  
Personal interviews, 9-2. 105 W. 40th St., New York City. FENna. 5389.

### Muncy Placement Service Specializing in Advertising Personnel

Elizabeth Muncy for ten years in charge of the Employment Bureau of A.A.A.A. Her personal attention to all placements.  
280 Madison Ave., New York  
Caledonia 2611

### HELP WANTED

**WANTED**—Artist-Letterer capable of making direct mail layouts. Good pay. Howard-Wesson Co. Advertising Counsellors Worcester, Mass.

**ARTIST**—EXPERIENCED IN FIGURE ILLUSTRATION (NOT FASHIONS). REGULAR WORK, ON FREE-LANCE BASIS. HOLLAND ADVERTISING CO., 578 MADISON AVENUE.

### Free Lance Artists

New organization desires connection with AI specialists in modern figures. Also modern design. All mediums. Box 822, P. I.

**SALESMAN** for community advertising. Write full information to Cartoon Advertising Service, 10465 Carnegie Avenue, Cleveland.

**ARTIST**—Good on advertising layouts and able to do some illustrative work. Salary to start between three and four thousand dollars. State full particulars in first letter. Pictorial Studios, Boyer Building, Detroit, Mich.

### PUBLICITY MAN

who might like an office and promotional atmosphere in which to establish or expand his own business in exchange for creating and placing publicity of a highly complimentary New York real estate account. Box 820, Printers' Ink.

**HAVE SOLD NEW ADVERTISING IDEA** into hundreds of thousands of pieces. Very effective and productive. Used by many large advertisers. Territories open to persons who have advertising contacts, or can sell unusual Dealer-Helps in quantities. Local or traveling. Strictly commission. Box 809, Printers' Ink, Chicago Office.

### ADVERTISING COPY WRITER

who has had advertising agency experience, wanted by New York agency; must be versatile and able to write good general copy and correspondence school copy; knowledge of layouts essential; good opportunity for right man; write full details, salary and telephone number. Box 828, Printers' Ink.

### AGENCY COPY WRITER OF OUTSTANDING ABILITY

by a high-class Chicago Agency. The man we want has written exceptional copy for large national accounts. Must be of commanding size and personality. A loyal organization man and temperate. Able to contact as well as write. Handsome salary and permanent position to right man. Our own staff know of this advertisement. Address, giving experience and references as to character and earning ability. Box 819, Printers' Ink.

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WOMAN MANAGE DEPART LOCATE BOX 811

VISUAL and print striking i finished w production

Capable tant—C Experience some p ondary.

EDITOR years' ma perience; trade or moderate

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**A Leading Industrial Magazine** offers an exceptional opportunity to young man as salesman in Philadelphia, immediate territory, and perhaps part of New York City. Salary and commission. Appointment can be arranged in New York or Philadelphia. Send résumé of experience, etc. Box 830, Printers' Ink.

**Advertising Director**—A monthly class magazine with largest circulation in its field, has opening for an advertising director who is a real salesman himself and who can efficiently guide and inspire his subordinates. Give full particulars about yourself and your experience in first letter, which will be treated in strict confidence. Box 827, Printers' Ink.

**NEW MONTHLY MAGAZINE** devoted to the science of state, government, having as yet little paid circulation, but unusually interesting possibilities, desires man to devote full time to developing advertising department on percentage basis at his own expense. Headquarters, Chicago. Give experience, briefly, two references and age. Box 806, P. I.

## COPY WRITER

of proven ability wanted by Boston Agency. Must also have knowledge of production work. Moderate salary to start. Will eventually assume executive position with commensurate income. Send samples with letter. Box 825, Printers' Ink.

### POSITIONS WANTED

**ARTIST**—Design, layout and letter man with knowledge of type and general agency practice desires a full- or part-time position. Over 12 years' experience. Box 832, Printers' Ink.

**WOMAN ASSISTANT ADVERTISING MANAGER** IN LARGE MID-WEST DEPARTMENT STORE DESIRES TO LOCATE TOLEDO OR VICINITY. BOX 811, PRINTERS' INK.

**VISUALIZER**—Young man with Agency and printing experience, ability to create striking layouts and develop them into finished work. A thorough knowledge of production. Box 810, Printers' Ink.

**Capable Advertising Manager's Assistant**—Copy writing and rough layout. Experience: 14 years' advertising and some publicity. Age 24. Salary secondary. Box 814, Printers' Ink.

**EDITOR**—Young university graduate, 7 years' magazine, newspaper, publicity experience; plan features, write, make-up, trade or general magazine, house organ; moderate salary. Box 808, Printers' Ink.

### Trade-Paper Editor—Writer

With unusual knowledge industries, commodities. Some publicity experience, research ability, education, wants good opening. Moderate salary. Box 816, P. I.

**I Want My Second Advertising Job**... Young man, 22, intelligent, adaptable, 6 years of college training, varied business experience. Wrote sales letters, copy, edited house-organ. Has initiative and works hard. Well thought of. Start in any capacity. Box 831, Printers' Ink.

**Production—Make-Up Man**—Thorough knowledge agency newspaper, and weekly publication work. 14 years last position with publisher. Married, Christian, 33 years young, prefer New York. Box 812, P. I.

**Trade-Paper Representative** with successful record desires connection. Extensively traveled, 31 years of age. New York paper or represent out-of-town publication. Knows all departments. Box 813, P. I.

**YOUNG LADY, FOR TEN YEARS SPACE BUYER**, well-known Chicago Agency, at present selling space, desires to get back into agency work again. Box 817, Printers' Ink, Chicago Office.

### CORRESPONDENT—EXECUTIVE

Young woman in business with knowledge from double entry bookkeeping on up to sales and contract promotion would like to assist or relieve an executive. Watkins 3252.

**CLASSIFIED ADVERTISING**: Young lady with four years' experience; competent ad-taker; rapid, accurate typist; switchboard operator; thorough knowledge of every agency detail; pleasing personality; excellent references. Box 824, P. I.

## ARTIST

Capable, Modern Layout—Figure. ALL mediums. Ten years' experience. Desires position with agency preferred. Part-Time, Space or Free-Lance. Box 818, P. I.

**COPY WRITER WHO IS HIGH-TYPE LAYOUT MAN**, created campaigns reviewed in *Printers' Ink Monthly*, shown at Art Directors' exhibits, reproduced in layout and advertising text-books; 10 years' New York's largest agency experience. Box 815, Printers' Ink.

### COPY!—LAYOUT!

A young man, 25, who has had five years of exceptionally broad experience in advertising, who can write good, selling copy and create unusual layouts, desires a position with a progressive company. Box 821, Printers' Ink.

**Purchasing and Production Executive**—Young Man—College Graduate, wide and extensive experience in the various Printing and Allied Capacities, wishes New Connection. Has successful record as Superintendent and Production Manager. Hard worker and good organizer. Box 826, Printers' Ink.

## The Orient—

If you are interested in introducing your goods or increasing your sales in China, Japan or India, get in touch with me. You can profit from my knowledge of marketing there, the result of over twelve years of successfully merchandising in the Orient. Box 833, P. I.

**Folding Boxes, Shipping Containers, Labels, Car Cards, Window Displays, Lithographed and Letterpress Work in General**  
**CAN YOU USE ME IN YOUR ORGANIZATION!**

10 years' experience as factory production man and salesman have given me a thorough knowledge of these products. Box 829, Printers' Ink.

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## Are you reaching the big bakeries, too?

Heating and air conditioning are matters of vital importance to the modern large bakery. In excess of eight billion pounds of bread are produced yearly by bakeries and, in order to keep production facilities at top efficiency, the large bakeries spend hundreds of thousands of dollars for heating, piping and air conditioning equipment.

In the bakery, as in the large industrial plant, commercial building, public utility, institution, etc., there is an operating engineer who purchases, or requisitions for purchase, this vast amount of equipment.

You reach this engineer in all types of large construction when you advertise in HEATING, PIPING and AIR CONDITIONING, the only journal which serves these men with information exclusive to their interests.

*Member of the A. B. C.*

Published Monthly by

**ENGINEERING PUBLICATIONS, Inc.**

**1900 Prairie Avenue, Chicago, Ill.**

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THE  
CHICAGO TRIBUNE  
ANNOUNCES  
THE REMOVAL OF THE  
EASTERN  
ADVERTISING  
OFFICE  
ON APRIL 17, 1930  
TO THE  
NEWS BUILDING  
220 EAST 42ND STREET  
NEW YORK CITY

TELEPHONE  
VANDERBILT 9292

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